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JUDGE WHITFIELD NEW INTERNATIONAL HEAD

Succeeds J. R. Paisley as President of the St. Louis Life Company

STOCK HAS BEEN SOLD

New Chief Executive Comments on the Line of Administrative Policy He Will Follow

ST. LOUIS, MO., Sept. 5.—Control of the International Life of St. Louis has passed to a syndicate headed by Judge W. K. Whitfield, who since May 8, 1924, has been first vice-president of the company and at a meeting of the board of directors held in the home offices today, Judge Whitfield succeeded Joseph R. Paisley as president. He assumes his new duties immediately.

The deal just consummated gives Judge Whitfield and his associates the ownership of 75 percent of the outstanding capital stock and they are now in complete control of its affairs.

Two Officials to Retire

Former President Paisley and Secretary John B. Nottelmann have disposed of all their stock. For the time being Mr. Nottelmann will continue as secretary, but it is anticipated that he will retire from the official family of the company within the next several months.

Those interested with Judge Whitfield in the purchase of the stock owned by Messrs. Paisley and Nottelmann were Judge David W. Hill, who was selected to fill the vacancy of first vice-president; A. H. Carter, who has been promoted to chairman of the board to replace Massey Wilson, who disposed of his holdings in the International several weeks ago; former Attorney-General John M. Atkinson, chief counsel for the company and a director; Joseph Ashcroft, a prominent capitalist of Poplar Bluff, Mo., and Samuel Ulen, banker of Dexter, Mo.

Messrs. Ulen and Ashcroft were elected directors of the company at the meeting today to fill the places left vacant by the retirement of President Paisley and Wilson.

Made Profit on the Deal

The exact number of shares of stock that changed hands in the sale by Messrs. Paisley and Nottelmann to Judge Whitfield et al. and the amount paid for their holdings has not been made public, but it is said to represent a nice profit for them. They did not have control of the company, their stock being less than the outstanding issue.

The International Life is one of the dominant western companies, and since its merger with the Standard Life of Decatur, Ill., has attained a very important place in the insurance world. It now has close to \$300,000,000 of in-

AN OPEN LETTER TO THE NATIONAL ASSOCIATION OF LIFE UNDERWRITERS

BY E. J. WOHLGEMUTH
President, The National Underwriter

THE National Association of Life Underwriters is doing a grievous injustice to the best friends of the movement, the insurance publishers, by continuing and greatly extending its operations as an active and open competitor for profit in the bookselling and publishing field.

It is using the same business methods as any regular publishing house and actively soliciting its members to buy virtually all their books and publications through the New York office, so that they may secure a commission and help maintain the national headquarters, which they say "needs the money." This amounts to nothing more or less than rebating in the insurance publishing field, a practice which the association was organized to prevent in the insurance field. The association in its attitude to the insurance publishing business simply reverses its own entire code of ethics which it is asking the insurance publishers to support in protection of its own members.

Should Not Poach on the Preserves of Others

The National Association should restrict its operations to the legitimate scope of such an organization, which is the publication of an association bulletin and such books and leaflets as it may wish to distribute either free or at cost to its members as a part of the service given them in return for their membership fees. There is a distinct line drawn between association organs and publications and trade publications which is well defined and understood in publishing circles and this should be recognized by the National Association in its relations to the business publishers.

The National Association is at the present time in frank and open competition with the trade publishers, using the ordinary competitive methods in securing its business. This is admitted by sponsors of the idea. If this is the case, the National Association has no right to expect any more support from the insurance publishers than any one of them would accord any of its other competitors for business.

Departure From the Original Plan of Operation

The small group of men who are developing the idea that the National Association should be regularly in the bookselling and publishing business, while admitting that the association is in the business for profit, also say that the major idea is one of service to the business. This may have been the original idea but the association has now gotten beyond the point where the distribution of educational material solely for the good of the business is the compelling force behind the movement.

If this were still the condition, the association would as readily endorse publications and services which are admittedly as good as its own, on which it does not make a profit. It would encourage all the publishers to work in the best interests of life insurance

whether they happen to be issuing publications in competition with its own or not. This is decidedly not the case. The association is using its machinery and influence solely in behalf of the publications on which it makes a profit.

Sale of Publications Is Now Its Chief Industry

The sale of publications has become the chief business of the New York office. The association and the publishers for whom it acts as exclusive selling agents and whom the sponsors of the movement have induced to enter into the insurance publishing field, use the whole influence of the National Association not only in selling the publications handled by it for profit, but to secure contributors and authors for themselves and take them away from the publishers with whom they would otherwise be affiliated. An association member is regarded as disloyal if he does not support this program of the National Association.

Gone Beyond the True Scope of the Association

This clearly proves that the National Association in making its New York office virtually a publishing house has gone away beyond the true and proper scope of an association of this kind and is forcing the insurance publishers into the position of being competitors of the association when in fact they would like to lend their wholehearted support to it and in fact have done much to build it up.

The National Association should keep out of the competitive publishing field and should continue the traditional policy of treating all alike, showing no favors, if such they may be called, to one and not to another.

Here is an actual instance, one of many, showing how the plan of the National Association as a competitive publisher works: A salesman for another house went into the office of the president of one of the local associations, general agent of one of the prominent companies, and solicited him to purchase a number of copies of a book which he was selling for his agents.

Illustration Shows Plan of the Movement

After having made a clean cut sale the local president said, "You have shown me this is a good book and I shall want some copies; however, I have received instructions from the New York office to buy these things through it, so it can receive the commission, and I shall have to place the order through it, because the National Association 'needs the money.'" The salesman replied: "I have worked with you for a half hour and made a clean cut sale; I am entitled to the credit for the sale and the commission. How would you like it if after you had convinced a prospect that he should buy life insurance he would say to you: 'I have a broken down brother-in-law who needs the commission worse than you do and

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TRAVELERS ANNOUNCES LOWER LIFE RATES

Program Effective September 15
Follows Low Cost Trend

NEW DISABILITY CLAUSES

Provision Extended to Age 65—Trust Agreements Replace Installment Options

TRAVELERS' NEW LIFE PROGRAM

1. Reduced rates, reduction greatest at older ages.
2. Eliminating installment options, replaced by trust agreements.
3. Disability coverage extended to age 65 in more liberal clause at higher rate.
4. New disability provision at old rate, no indemnity payable for disability preceding proof.

The Travelers has announced a new life insurance program, which it states, "Provides as a whole the lowest guaranteed life premium rates of any American company." The reduction in Travelers' rates is greatest at older ages. It is effective September 15.

This announcement emphasizes the tendency of the day towards lower cost for life insurance. It follows the recent announcement of the Northwestern Mutual which increased its dividends to provide an even lower net cost than previously offered by that company. A few weeks ago the Massachusetts Mutual announced a startling increase in dividends. For the past two years dividend increases have become common among the participating companies.

The Travelers' rate reduction at some ages brings the premium down to the unloaded net premium, according to the American experience table. The loading is very light even at higher ages under the new rates.

Improved Mortality Experience

The reduction in the cost of life insurance is made possible by the greatly improved mortality experience which has been felt by every company since the end of the influenza epidemic. Another factor which is probably more important than has been thought, is the great volume of new life insurance which has been written on selected lives. This naturally improves the mortality experience.

Higher interest earnings, contrary to many predictions, have been maintained, increasing the margin over calculated costs.

Rate Competition in Cities

Rate competition is more a problem in the cities than in the country. In cities where a great many brokers operate, the allegiance to one company or another is not as great on the part of those selling insurance. It is easier perhaps for the business to seek the lowest rate level under these conditions. On the other hand the average broker is a general in-

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AGENCY MEETING HELD**FRANKLIN LIFE CONVENTION**

Leading Producers of Illinois Company Enjoy Educational and Entertainment Program

SPRINGFIELD, ILL., Sept. 2.—The Franklin Life held the convention of its leading agents at the home office last week with 79 members of the \$100,000 Club, 21 who had produced at least \$250,000 and four in the \$500,000 class. Simon Selinger is president of the \$500,000 Club with a production of \$656,000, and F. T. Kuhl vice-president, with 164 applications for \$523,000. W. J. Olive is president of the \$250,000 Club, with \$415,000 of business, and L. J. Lensmeyer vice-president, with 160 applications. Paul Borsky is president of the \$100,000 Club with 145 applications and H. E. Rayburn vice-president, with \$189,000 of business. The home office agency paid for \$3,000,000 of business in the club year and had three members of the \$500,000 Club, three of the \$250,000 and three of the \$100,000.

Prizes Are Given

President Merriam made the address of welcome after the meeting had been called to order by Agency Director J. W. Jones. Vice-President Henry Abels awarded prizes to the winners of the renewal contest, checks for \$100 each to J. C. Schommer, D. E. Soden and George Conover, each of whom had a perfect renewal record. Graded prizes were given to others with good records.

Carl McCreary gave an interesting talk on the conservation of business and the reinstatement of lapsed policies, offering several illustrations from his long experience. Mr. Jordan spoke on a new policy issued by the Franklin Life, a diminishing premium contract printed in the new form adopted by the company, a legal document style. Open discussions were held on such subjects as: "How I meet competition, especially participating competition"; "How I get prospects," corporation insurance and others. W. J. Olive spoke of the value of old policyholders as prospects. Guy MacLaughlin of Houston, Tex., spoke on inheritance tax insurance. The payroll deduction plan came in for its share of discussion. In a talk on "Does Life Insurance Add to a Man's Estate," W. F. Workman said that life insurance conserves only the value created during the man's life until such time as he will need it most for himself or for his dependents and that it does not add to his estate.

The banquet and entertainment by home office people took place in the evening.

C. O. Wilkerson Present

C. O. Wilkerson, who recently wrote 75 applications in one day, was introduced to the convention at the second day's session. Fred W. Potter, former Illinois commissioner, was one of the speakers at this session, directing his talk primarily to new men. W. J. Olive spoke on the annuity policy at age 65, giving the various points of the contract and the selling points which he had found most effective.

In the afternoon the party divided, some attending the baseball game while others were taken in automobiles around Springfield, visiting the Lincoln memorials, some of the state buildings and parks.

Medical Subjects Discussed

The third day opened with an address by Dr. Maxon, medical director, who gave considerable attention to substandard insurance, discussing some of the more common impairments mentioned in family and medical history of applicants. Clifford Ireland, director of trade and commerce of Illinois, addressed the meeting on the friendly relationships existing between the company and the Illinois insurance department. Ralph Colby spoke on monthly

GOES WITH THE ALAMO**ST. JOHN AGENCY DIRECTOR**

Former Secretary of the Western Life of Des Moines Connects with San Antonio Company

The Alamo Life of San Antonio announces the selection of Harry D. St. John as agency director. Mr. St. John for the past 12 years was secretary and agency director of Western Life of Des Moines, Iowa, where he built for himself and his company an enviable record among the life companies of the central west.

With less than 25 producing agents in 1914, Mr. St. John and his associates built one of the most persistent, energetic agency forces in Iowa with a record of over \$4,000,000 of business annually the past three years, secured in the company's home state and a total of 222 active producing agents.

President Lauds New Director

In announcing to the Alamo's field staff the appointment of Mr. St. John, President Graham Dowdell, says: "He brings with him all that is newest and best in life insurance salesmanship and service to the men in the field. Instead of sitting in a swivel chair and telling you what to do, it's going to be a case of 'Come on, boys, let's go.'"

The Alamo Life is San Antonio's only home office legal reserve life company and is fast identifying itself as one of the prominent institutions of the southwest. Its executive staff is headed by two well known, successful men of San Antonio and the southwest. Graham Dowdell, prominently and highly regarded in his profession as attorney, is president, and Kenneth Wimer, a well known investment banker of Wimer-Richardson Company, is vice-president. Merlin Oates, formerly associated with the Southland Life of Dallas, and the Texas insurance department, is secretary and actuary. P. E. Flemister is field superintendent of agencies.

Business Despite Conditions

Although crop conditions of south Texas are far from normal this year, the Alamo Life is now completing the issue of \$3,000,000 of new business for the current year, and expects to exceed \$4,000,000 before January 1, 1926.

Mr. Oates has prepared a revised rate book most complete in its mechanical construction and brevity, in which several new and up-to-date forms of life insurance contracts appear, which are meeting with a cordial reception among Alamo Life's agency force. The company is making an aggressive campaign for new business and additional local representatives to its agency force in such territory not already developed.

income insurance. Mr. Budinger gave an exposition of income options with an idea of presenting to the agents the benefits of these options from the policyholder's viewpoint.

Philadelphia Chosen

It was announced that the next convention of the Franklin agency clubs will be held at Philadelphia, the home of Benjamin Franklin.

Before the close of the convention President Merriam was presented with a memorandum of \$1,500,000 of business written by the field men in the ten days preceding the convention in honor of President Merriam's birthday.

Holds Whitfield Month

The International Life of St. Louis has designated September as Whitfield month in honor of Judge W. K. Whitfield. As first vice-president of the company, Judge Whitfield has been a dominant figure in the affairs of the International Life and it is expected the entire agency force will respond to the opportunity of paying him honor.

TAFT WAS ON PROGRAM**ADDRESS BEFORE CONVENTION**

Connecticut Mutual Life Holds Series of Three Educational Conferences for Sections of Country

William Howard Taft, ex-president of the United States, opened the series of educational conferences held by the Connecticut Mutual Life with an address at Murray Bay, Que., arousing much enthusiasm on the part of the agents. In connection with insurance, he spoke as follows:

"I don't know why your insurance company took me as a risk because you have certain rules about weights that always seem to be very unreasonable, under which I would have been excluded, but there was something about me that enabled me to 'get by' and those who accepted me have been vindicated, because I have paid up everything and now you are paying me."

Is Great Comfort

"One of the greatest comforts I have is in looking forward to the time when these new policies I have will prove my judgment in having selected your company as a means of giving me happiness in this life, and giving comfort to those who come after me. Life insurance is a wonderful aid especially to those of us who are dependent upon salaries and upon professional incomes. It is the only way by which we can make our lives happy in the thought that we are putting by something so that those who are dear and near to us may live on after us and not feel piqued or not be subjected to the angustiae when the breadwinner is gone."

He made some comment upon the business and economic conditions in the United States as follows: "We should better ourselves in every restraint. We should not feel too happy over our prosperity or at least not feel that it rids us of responsibility for the rest of the world or that it should make us forget that our prosperity is not wholly due to our own individual merits."

Benefit to Country

"I can say that to a body of men who are interested in the Connecticut Mutual because it simply shows that the men who frame that institution and have carried it on to wonderful success have done so by laying the foundation broad and relying wholly on hard work, thrift and honesty in the prosecution of their purpose and not on speculative measures or means. I want to congratulate you on being associated with and being a part of a great financial institution of substantial benefit to your country."

The Connecticut Mutual is holding three separate conferences. The first was a sectional meeting at Murray Bay, embracing the eastern states, with an attendance of about 125. The second will open at Colorado Springs Sept. 3-5, for the benefit of agents of the western states. The third, at Grand Beach, Mich., Sept. 8-10, will take in the members of the Leaders Club of all three educational conferences, and will have an attendance of approximately 250 of the company's leading producers.

The topics considered at each of the conferences include life insurance trusts, a discussion of the use and application of nonmedical insurance, the purpose and means of substandard business, with considerable time devoted to consideration of the conservation of business. A series of charts and graphs has been prepared to illustrate the statistics in connection with various subjects, and especially to emphasize the facts in the discussion of conservation of business.

The following officers of the company will be in attendance at one or more of the conferences: James Lee Loomis, vice-president; Harold F. Larkin, secretary; H. K. Steinert, agency secretary; William P. Barber, Jr., actuary; E.

CONFERENCE OF AETNA**IS TO BE HELD NEXT WEEK**

Program for General Agents' Meeting at Poland Springs Shows Important Topics of Discussion

HARTFORD, CONN., Sept. 2.—The business program for the 1925 general agents' conference of the Aetna Life at Poland Springs, Me., is announced by Vice-president K. A. Luther as follows:

Thursday, Sept. 10

President Brainard presiding
10:30-11:00—Singing.
11:00-12:00—President Brainard, Welcome address.

12:00-12:30—Mr. Gregory, Response from field.

Vice-President Bushnell, presiding
1:30-1:40—Singing.
1:40-2:15—Vice-president W. L. Mooney, Co-operation between companies.
2:15-2:35—E. C. Bowen, Accident and health.

2:35-2:55—A. E. Mielenz, Effect of accident and health business in the development of men.
2:55-3:20—Vice-president E. E. Cammack, Group insurance.

3:20-3:40—George B. Campbell, Group insurance as it assists in the development of an agency.
3:40-4:00—Dr. Edward K. Root, medical director, Sub-standard insurance.
4:00-4:30—Dr. Cragin, Sub-standard insurance primer.

Friday, Sept. 11

Mr. Wells, presiding
9:00-9:15—Singing.
9:15-10:00—G. H. Campbell, Securing agents.

10:00-10:45—W. M. Hammond, In metropolitan territory.
11:00-11:30—A. L. McKnight, In provincial territory.

11:30-12:00—W. R. Harper, University men.

Saturday, Sept. 12

Mr. Hart, presiding
9:00-9:15—Singing.
9:15-9:45—P. W. Simpson, Securing agents.

9:45-10:15—J. A. Wood, Securing agents.
10:15-10:45—R. P. Baird, Securing agents.

11:00-11:15—H. W. Kavel, Securing agents.
11:15-11:30—W. G. Harris, Securing agents.

11:30-12:15—Question box.
Mr. Dallas presiding
1:30-1:45—Singing.

1:45-3:00—H. P. Gravengaard, agency instructor, training agents.
3:15-3:45—N. E. Ellsworth, Training agents.
3:45-4:15—R. L. Gregory, Training agents.

4:15-5:00—Question box.

Monday, Sept. 14

Vice-president Luther presiding
9:00-9:15—Singing.
9:15-10:00—J. B. Simmon, secretary, Underwriting.

10:00-10:30—H. E. Wright, Agency auditing.
10:30-10:45—W. H. Dallas, superintendent of agencies, Agency contracts.

10:45-11:30—R. W. McCreary, W. H. Dallas, Agency costs.
11:30-12:00—Question box.

Tuesday, Sept. 15

Vice-president Luther presiding
9:00-9:15—Singing.
9:15-10:00—H. E. Houghton, Sales promotion and advertising.

10:00-10:45—T. A. Keith, Accident and health sales plan.
11:00-11:45—J. M. Holcombe, director, Life Insurance Sales Research Bureau, Managers' manual.

11:45-12:30—F. L. Wells, Sales suggestions.

President Brainard presiding
1:30-1:45—Singing.
1:45-2:30—Vice-president K. A. Luther, Question box.

3:30-4:00—Vice-president E. E. Cammack, Announcement of new plans.
4:00-4:30—Hugh D. Hart, New York Address.

4:30—Vice-president K. A. Luther, Adjournment.

Chester Sparver, editor of publications; Herbert H. White, treasurer.

OHIO NATIONAL LIFE AGENCY CONVENTION

Field Forces Hold Educational Meeting on the Shores of Black Lake

MANY SPLENDID TALKS

President T. W. Appleby Struck the Strong Note in a Masterful Address Before the Agents

The Ohio National Life agency meeting was held this week at Waukazoo Inn near Holland, Mich., on Black Lake. The business sessions started Monday.

After an address of welcome by President T. W. Appleby, George C. Hill, president of the Builders Club, delivered an address on "Twentieth Century Responsibilities and Opportunities." In his talk he said: "Life insurance today



T. W. APPLEBY
President Ohio National Life

is finding its place, it is progressing, men are placing all their faith and the future welfare of their dependents on the life insurance policy. An agent cannot be indifferent. He has a place in his community. His life must have meaning and significance to his community. Today religion is an essential. The pulpit of today is in the business house. The sermon is in the conduct of business. The executive is the minister, the man carrying the rate book is the missionary carrying the message to the world."

N. E. Glassbrook Speaks

N. E. Glassbrook, state manager for Michigan, made a strong appeal for the necessity of "Self-Education." In his talk he stressed the importance of activity. He said, "Knowing how to present a certain policy is not important. The agent's real duty lies in knowing how to uncover a need and getting the specific policy to cover the case. People today do not buy certain policies neither are they interested in companies. They recognize life insurance as a sound institution. They buy insurance to cover specific needs and to guarantee the realization of the things for which they live—the education of their children, the paying of the mortgage and guaranteeing an income for old age. An agent cannot bind himself to selling a pet policy. He must bind himself to life insurance."

In a symposium on selling, W. C. Temple spoke on "Getting the Pros-

ILLINOIS LIFE RALLY

CONVENTION OF \$100,000 CLUB

Thorough Schooling in Company's Policy Forms Given—Ireland Speaks at Annual Banquet

President R. W. Stevens of the Illinois Life presided at the 22nd annual banquet of the \$100,000 Club of the company which was held last week in Chicago following the first business session. Clifford Ireland, director of trade and commerce, with supervision of the Illinois insurance department, was the speaker of the evening. Mr. Ireland told in some detail of the high standing that the Illinois Life has with the Illinois department. He paid a splendid tribute to O. J. Arnold, who is soon to retire as secretary to become president of the Northwestern National Life. At the conclusion of Mr. Ireland's talk there was some vaudeville entertainment and then the tables were cleared away for dancing. All of the officers as well as the home office employees attended.

Instruction Was Given

At the agency convention held at the home office, the time was taken in giving instruction on the company's own policies and practices. It was felt wise this year to get down to bedrock and give the men more information as to the use of the company's own tools. There were a number of new men at hand and this was particularly valuable for them.

During the day President R. W. Stevens announced the resignation of Secretary O. J. Arnold, who has been elected president of the Northwestern National Life and spoke of his associate in the highest terms. Mr. Arnold is known to all the Illinois Life's agents and they passed resolutions of good will, assuring him of their best wishes in his new position. Mr. Arnold responded feelingly. He presented the conservation prizes for the best record in persistency.

TO OFFER MODEL CODE

GIVE SUGGESTIONS IN KANSAS

Life Presidents and American Life Convention to Present Proposals to Commission Sept. 20

TOPEKA, KAN., Sept. 3.—The Kansas insurance commission will have a new life insurance code to work on when the first formal meeting of the commission is held Sept. 20. This was the announcement received by Superintendent Baker, chairman of the commission from the Association of Life Insurance Presidents and the American Life Convention. It is the model code which has been worked out by these two organizations and suggested for uniform adoption in all the states.

There are some features in the model code which can not be put into effect in Kansas because of constitutional inhibitions but the information received here is that there has been developed some plan to obviate these difficulties and submit practically the model code to the commission.

Committee to Present Proposal

The announcement said that a committee from the two organizations would attend the meeting of the commission and would discuss in detail every proposal which the life companies will suggest. Following this discussion the members of the commission will take home copies of the proposed code with such notes as they care to make, will study the proposals and then will return to Topeka for a further meeting with such suggestions as each may care to submit. From these suggestions and the original code, with the present Kansas laws, the commission will draft its own life insurance section of the insurance laws. Copies of the commission's proposals will then be submitted to the association and a further date for a hearing on all suggestions will be set.

The fraternals have also announced that they will have a code to propose.

pect," Emil Macha on preparation for the interview, C. S. Halleran on "The Sale" and W. A. Harper on "The Post-Sale."

Mr. Temple gave some methods of getting prospects, pointing out that friends and acquaintances are the best prospects. He said, "If a man does not sell life insurance to his friends he is not maintaining his friendship." Mr. Temple gets his prospects from fraternal societies, clubs and churches. He gets his business insurance prospects from watching the daily papers for new corporation charters. He uses the court house records for mortgages, etc., gets the names of people applying for permits for gas, water and light and also uses the endless chain method.

Preparing for the Canvass

In speaking on preparing for the canvass Emil Macha of Cleveland gave four necessary factors—knowledge of the business, proper mental attitude, appearance and physical fitness. C. S. Halleran in taking up "The Sale" said that the proper preparation for the sale is the sale. Everything depends upon the amount of confidence one has gained from first impressions. Mr. Halleran gave four cases and in each case gave his selling talk. In taking up "The Post-Sale," W. A. Harper of Nashville said: "When you get a check you have sold a promise but you have not fulfilled that promise. I go back to that man and I remember the thing that sold him and I pound on that."

M. E. Ward Speaks

M. E. Ward of Nashville in speaking on "Life Insurance as a Vocation," gave one of the finest talks of the convention. Mr. Ward is a part-timer. He is a minister, takes care of two congregations,

LAY PLANS FOR NEXT YEAR'S AGENCY MEET

Peoples Life of Frankfort, Ind., Held Annual Convention at Home Office Last Week

OFFER TRIPS AS PRIZES

Company Hopes to Reach \$50,000,000 Mark by Time of 20th Annual Gathering in 1926

A general announcement of plans for the coming year featured the 19th annual agency meeting of the Peoples Life of Frankfort, Ind., held at the home office last Thursday and Friday. Arthur C. Louette, vice-president and manager of agencies, announced that the company expects to have \$50,000,000 of insurance in force by the time of the 20th annual meeting.

It was announced that agents who aid



EUGENE O. BURGET
Secretary Peoples Life

the company in reaching this mark during the next year will be given mention in a souvenir booklet which the company expects to issue commemorating the founding 20 years ago. To every agent who produces \$125,000 worth of business during the next year, Mr. Louette declared, will be given a two weeks' vacation trip to Colorado Springs for himself and wife, with all expenses paid.

Call to Order by E. O. Burget

The convention was called to order Thursday morning by Eugene O. Burget, secretary and general manager, who welcomed the 75 general agents and producers to the home office. Mr. Burget spoke on the great business of insurance and the large and fertile potential market for the commodity in which his audience dealt. Mr. Burget closed by summing up the many advantages of life insurance from the standpoint of the purchaser and of the salesman.

"Finding Prospects" was the theme of an address by John D. Cohen, general agent at Dallas, Tex., who emphasized the value of the chain prospect system and stressed the necessity of following up every lead with a series of calls. H. F. Jeffrey, general agent at Fort Wayne, pointed out the value of keeping records in his remarks on "Systematic Canvassing" and declared that one of the wisest moves an agent could make would be to take a regular inventory of his working plans, discard the non-produc-

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Just a Few Pertinent Facts

About the

Inter-Southern Life Insurance Company LOUISVILLE, KENTUCKY

JAMES R. DUFFIN, PRESIDENT



1. More paid for business in the month of August 1925 than ever before in the history of the Company.
2. More Group Insurance written in July and August than ever before.
3. Renewal Premiums, reflecting public confidence, larger in July and August than ever before.
4. Reinstatement of business for first six months of 1925 is 32.75% increase over the same period of 1924.
5. Production expense less than ever before.

ASSETS \$ 12,000,000

**RESERVE ON POLICY CON-
TRACTS** 11,000,000

INSURANCE IN FORCE 106,000,000

6. Eighteen years of service, still serving and will continue to serve better as the years go by.

tive methods and develop those which have proved themselves successful.

T. W. Schimp of Portland, Ind., told of the necessity of well planned interviews. Urging that the agent make some effort to get at least a part of the premium with every application, F. G. Koen, general agent at Columbus, O., thoroughly discussed the matter of settlement with the application, while the delivery of the policy was taken up by O. A. Sanks, state agent at Peoria, Ill. Mr. Sanks brought out the fact that the sale is never completed until the policy is delivered and paid for.

The afternoon session was opened by Dr. M. C. McCarthy, medical director, who spoke of the cooperation of his department with the field men and urged them to be more careful in their selection of risks.

A discussion of program insurance and educational policies was held by L. C. Elliott of Des Moines and Meyer Stone of Detroit. J. G. Phipps, assistant secretary of agents, said that a number of forward steps have been taken by the home office in the way of acquiring additional equipment and increasing the staff in order to give quicker and more efficient service to the field force. Capt. A. M. LaPorte, New York City, an executive of the Life Insurance Institute of which the Peoples Life was the first Indiana company to become a member, was present as a guest of the convention.

Emphasizes Need of Policies

Claude T. Tuck, superintendent of agents, opened the Friday morning session with a talk on "Finding the Need." He stressed the fact that no sale is complete unless the need of a policy is found and emphasized, and in fact that a sale is seldom made unless this need is found and filled. Mr. Tuck pointed out that the average man does not buy insurance just because he thinks it is a good thing or because he wants to favor the agent. He buys it because the agent points out a need and drives home the fact that insurance is the logical method of meeting that need. He also pointed out that a large percentage of lapses would be obviated if the agent would follow this plan in selling insurance.

A. A. Bassett of Monticello, Ind., discussed "Coupon Policies" and showed the sales possibilities of this form of contract written on the non-participating basis with a guaranteed coupon premium reduction.

Keynote of Loyalty

The keynote of loyalty was struck by George C. Snyder, the oldest general agent of the company in service with headquarters at Rockford, Ind., who told his fellow agents how he built up his organization by being loyal to his men and to his client and by planning years ahead so as to be in a position to give his force the greatest possible cooperation.

Quite a hit was made by Philip Brosseau, state agent at Decatur, Ill., who spoke on "Life Insurance—An Investment." Mr. Brosseau pointed out the great scope of life insurance as compared with other investments such as bonds and real estate, touching particularly upon the stability and low cost of life insurance. A. B. Smith of Kendallville, Ind., told why he sold principally the endowment at age 65, pointing out that he appealed to the selfish instinct of his prospect and showed that the policy would take care of him in his old age in the event of his disability.

To Reduce Lapse Ratio

Mr. Phipps again addressed the gathering, taking the "Lapse Evil" for his subject and pointing out the great tendency at this time toward lapses. He urged the agents to keep in touch with old policyholders and after he pointed out that an agent's reputation is measured by his production and also by his lapse ratio, a lively discussion was held in which several agents told how they had been successful in maintaining a low lapse ratio. In each case it was shown that the agent with a low ratio made constant efforts to keep in touch with his old policyholders.

PROGRESS BEING MADE

MANY COLORED COMPANIES

Legal Reserve Institutions Officered and Owned by Negroes Are Now Making Considerable Progress

There are a number of legal reserve life companies now writing business in the country officered by Negroes and writing Negro business. Many of these companies have made excellent progress. The North Carolina Mutual of Durham, N. C., is one of the oldest negro companies, it having started in business April, 1899. It writes in almost all southern states and goes as far west as Oklahoma and Arkansas. It has \$43,000,000 in force. The National Benefit of Washington, D. C., started in business about the same time. It writes ordinary and industrial life insurance and also health and accident. Its business is confined largely to the northern states, it only operating in Kentucky, south of the Mason and Dixon line.

It has \$28,579,899 in force.

The North East Life of Jersey City has just been formed, the main factor being Harry Pace, who was formerly an official of the Standard Life of Atlanta. The Supreme Life & Casualty of Columbus, O., is getting a good start. There are two excellent companies in Chicago, the Liberty Life and the Victory, both well backed financially and ably officered. The Universal Life of Memphis, is one of the newer companies operating only in its home state. The Douglas Life of St. Louis, formerly wrote entirely industrial, but is now changing to an ordinary company. The Security Life at Oklahoma with its home office at Muskogee is one of the newer companies. The Mid-West Life of Kansas City started in May. All these companies are making a good drive for business.

This discussion was followed by a talk by J. F. McKey of Van Buren, who spoke on "Renewing," telling how he made every effort to keep his old policyholders sold on their policies and even helping them to finance premiums where it was necessary. J. B. Stephenson of Dallas, Tex., said that the old policyholders were the backbone of his business and, he felt, were the essential backers of the life insurance companies as a whole. He believes an old policyholder is one of the best advertisers the company has and pointed out why his fellow agents should call on them in order to keep them sold.

President Laird Was III

The banquet was held Friday evening. Vice-President Louette officiated as toastmaster. President A. A. Laird was unable to attend the convention because of illness and the agents sent a resolution of sympathy together with a large bouquet to his home. At the banquet Vice-President Louette awarded honor medallions to the following agents for consecutive weekly production:

Hugh J. Jeffrey of Ft. Wayne, who led with 133 weeks of consecutive production; George B. Snyder, Lufkin, Ind.; Allen Bassett, Ft. Wayne; A. W. Little, Chicago; Claude F. Alleger, Marion, Ind.; M. C. Sanders, Sherman, Tex.; D. A. Slater, Ft. Wayne; John D. Combs, Dallas. It was also announced that the agents had brought a total of \$276,250 of insurance with them to the convention, which is by far the largest amount ever turned in at any of the annual meetings.

Union Mutual Contest

In a contest lasting from Sept. 1 to Dec. 31 the agencies of the Union Mutual Life have been divided into two teams, an eastern team and a western team. Manager J. Everett Hicks of the Boston agency will captain the eastern team, and Managers Good and Bouck of the Cleveland agency will captain the western team.

RECOGNITION

by the

HOME OFFICE

of your

COMPANY

is more than half the battle in building your future in the Life Insurance World.

THE MIDLAND MUTUAL is "Characterized" as the "Real-for-sure Agent's Company" because of the "Friendly Interest" always shown by the officers of the Company towards its field men.

General Agency opportunities in Illinois, Indiana, Michigan, Pennsylvania, West Virginia, Maryland and District of Columbia.

THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

COLUMBUS, OHIO

"Its Performances Exceed Its Promises"

OVER TEN AND A HALF MILLIONS OF
HIGH-GRADE ASSETS
OVER SEVENTY-TWO MILLIONS OF
HIGH-GRADE BUSINESS IN FORCE

The Child's 20-Pay Life Optional Endowment Policy of the

Great Republic Life Insurance Company of California

Protects both the child and its parents and includes waiver of premium in event of death or permanent total disability of the father, who is the beneficiary. Agents are enthusiastic over its wonderful selling features. If you are interested, write for copy of "Making Dreams of Your Children's Future Come True," and our attractive proposition to agents.

J. R. RAILEY, Manager
Southwestern Department
401-2 Mercantile Bank Bldg.,
Dallas, Texas

E. L. BLACK, State Manager
P. O. Box 148
Little Rock, Arkansas

W. H. SAVAGE, Vice-President
Los Angeles, California

NEW RATES OF THE TRAVELERS SHOW AVERAGE REDUCTION OF 2 PERCENT

As a part of its new life insurance program, the Travelers has announced new rates on all its policies together with new disability provisions. The new rates for a number of the policies are given herewith. All will be published in full in this and succeeding issues of THE NATIONAL UNDERWRITER.

ORDINARY LIFE \$1,000

Age	With-out Disabil-ity A	With Disabil-ity B	With-out Disabil-ity C	With Disabil-ity	With-out Disabil-ity A	With Disabil-ity B	With-out Disabil-ity C	With Disabil-ity
16	\$12.00	\$13.57	\$12.82	\$12.18	12.23	13.84	12.08	12.42
17					12.48	14.15	13.36	12.68
18					12.73	14.67	13.64	12.94
19					12.99	14.77	13.92	13.20
20					14.54	16.66	15.63	14.82
21					13.25	15.09	14.21	13.48
22					13.55	15.46	14.54	13.79
23					13.87	15.85	14.89	14.12
24					14.19	16.24	15.24	14.46
25					14.54	16.66	15.63	14.82
26					14.91	17.11	16.02	15.20
27					15.29	17.57	16.44	15.60
28					15.68	18.02	16.88	16.00
29					16.10	18.53	17.33	16.44
30					16.55	19.08	17.83	16.91
31					17.06	19.67	18.38	17.44
32					17.58	20.29	18.95	17.98
33					18.13	20.94	19.55	18.57
34					18.73	21.62	20.19	19.18
35					19.36	22.36	20.87	19.84
36					20.07	23.22	21.65	20.58
37					20.80	24.07	22.44	21.35
38					21.55	24.93	23.26	22.13
39					22.30	25.85	24.08	22.92
40					23.08	26.76	24.94	23.74
41					23.96	27.83	25.89	24.68
42					24.89	28.91	26.91	25.66
43					25.89	30.11	28.01	26.72
44					26.95	31.36	29.16	27.84
45					28.07	32.70	30.39	29.03
46					29.30	34.17	31.71	30.25
47					30.61	35.75	33.12	31.75
48					32.01	37.43	34.60	33.26
49					33.51	39.23	36.19	34.87
50					35.12	41.18	37.86	36.61
51					36.82	43.29	39.63	38.46
52					38.65	45.54	41.54	40.45
53					40.58	47.95	43.55	42.56
54					42.69	50.61	45.71	44.89
55					44.90	52.44	47.98	47.34
56					47.28	56.53	50.40	49.99
57					49.83	59.86	52.96	52.84
58					52.38	63.30	55.51	55.72
59					54.99	66.89	58.12	58.71
60					57.79	70.83	61.94	61.94

20 PAYMENT LIFE \$1,000

Age	With-out Disabil-ity A	With Disabil-ity B	With-out Disabil-ity C	With Disabil-ity	With-out Disabil-ity A	With Disabil-ity B	With-out Disabil-ity C	With Disabil-ity
12	\$21.08	\$20.07	\$19.11		21.33	20.27	19.27	
13	21.20	20.16	19.18		21.45	20.36	19.34	
14	21.46	20.41	19.43		21.77	20.67	19.63	
15	21.79	22.12	20.98		22.12	20.98	19.91	
16	22.09	21.30	20.25		22.48	21.30	20.25	
17	22.40	21.64	20.58		22.85	21.64	20.58	
18	22.72	21.99	20.86		23.23	21.99	20.86	
19	23.03	22.35	21.20		23.63	22.35	21.20	
20	23.40	22.72	21.57		24.04	22.72	21.55	
21	23.79	23.13	21.92		24.44	23.10	21.92	
22	24.17	23.54	22.39		24.88	23.50	22.30	
23	24.54	23.92	22.77		25.34	23.92	22.70	
24	24.91	24.30	23.15		25.70	24.34	23.11	
25	25.28	24.67	23.50		26.25	24.94	23.54	
26	25.65	24.96	23.77		26.78	25.25	23.99	
27	26.02	25.31	24.54		27.31	25.78	24.45	
28	26.39	25.72	24.87		27.84	26.22	24.98	
29	26.76	26.13	25.36		28.05	26.73	25.44	
30	27.13	26.50	25.69		28.47	27.00	25.69	
31	27.50	26.87	26.14		29.89	28.19	26.57	
32	27.87	27.24	26.51		30.23	29.40	27.09	
33	28.24	27.61	26.88		31.63	30.84	28.32	
34	28.61	28.00	27.25		33.03	32.23	30.14	
35	28.98	28.37	27.62		34.43	33.62	31.48	
36	29.35	28.74	28.00		35.80	35.00	33.77	
37	29.72	29.11	28.47		37.03	36.21	34.40	
38	30.09	29.48	28.84		38.25	37.42	35.59	
39	30.46	29.85	29.21		39.54	38.71	36.88	
40	30.83	30.22	29.58		40.92	39.13	37.30	
41	31.20	30.59	30.00		42.37	41.52	43.87	
42	31.57	30.96	30.47		43.85	50.33	46.67	45.51
43	31.94	31.33	30.84		45.52	52.45	48.42	47.36
44	32.31	31.70	31.21		47.29	54.75	50.27	49.33
45	32.68	32.07	31.58		49.19	57.31	52.22	51.44
46	33.05	32.44	31.95		51.19	59.86	54.28	53.68
47	33.42	32.81	32.32		53.20	62.58	56.33	55.96
48	33.79	33.18	32.69		55.30	64.69	58.44	58.35
49	34.16	33.55	33.06		57.51	66.60	60.65	60.89
50	34.53	33.92	33.43		59.88	72.00	63.02	62.63
51	34.90	34.29	33.80		62.51	75.79	66.68	
52	35.27	34.66	34.27		67.54	77.00	71.10	
53	35.64	35.01	34.64		74.93	83.00	77.00	
54	36.01	35.38	34.99		79.09	88.00	82.00	
55	36.38	35.75	35.46		83.60	92.00	86.00	
56	36.75	36.12	35.83					
57	37.12	36.49	36.16					
58	37.49	36.86	36.53					
59	37.86	37.23	36.90					
60	38.23	37.60	37.27					

Age	With-out Disabil-ity A	With Disabil-ity B	With-out Disabil-ity C	With Disabil-ity	With-out Disabil-ity A	With Disabil-ity B	With-out Disabil-ity C	With Disabil-ity
56	\$25.82	\$28.05	\$26.98	\$25.94	26.20	28.53	27.39	26.32
57	26.20	28.53	27.39	26.32	26.59	28.98	27.80	26.72
58	26.59	28.98	27.80	26.72				
59	27.00	29.33	28.19	27.00				
60	27.48	29.81	28.67	27.48				

NATIONAL OF VERMONT IS NOW 75 YEARS OLD

Celebrates Anniversary With
Gathering of Leaders at Home
Office in Montpelier

TWO CLUBS IN MEETING

Old-Timers in "Homecoming" Led by
George T. Dewey—Practical
Talks Are Given

MONTPELIER, VT., Sept. 2.—The National Life of Vermont held its 75th anniversary celebration Aug. 26-28 at its home office here, in connection with the annual conventions of its Leaders Club and \$100,000 Club. The gathering took on many aspects of a college homecoming in that the year of an agent's entry into the service of the National was designated by a numeral. General Agent George T. Dewey represented the longest period of service, 46 years. Others who "matriculated" in the nineties were J. A. Wellman, Manchester, N. H.; E. S. Kinsley, Rutland, Vt., and T. C. Thompson, Chattanooga, Tenn.

The analogy to a college homecoming was further emphasized by the fact that Montpelier is a small town of about 8,000 population, and quite a problem was on hand to find accommodations for the guests and delegates. A number of helpful talks on life insurance selling problems were given.

Introduction of Club Officers

Second Vice-President Field, in behalf of the company, welcomed the agents. He reviewed the history of the Leaders and \$100,000 clubs since their organization in 1916. Finally, he introduced the officers of the \$100,000 and Leaders clubs for 1925. The \$100,000 Club officers are: Francis O'Neill, Flushing, N. Y., president; John J. Westfield, Louisville, Ky., vice-president, and George P. Reischneider, Lawton, Okla., secretary. The Leaders' Club officers are: H. L. Kolman, Chicago, president; R. H. Cutler, Springfield, Mass., vice-president, and C. B. Palmer, Wilmington, Del., secretary.

Life Insurance and Inheritance Taxes

Marc A. Law, associate general agent in Chicago, discussed the use of life insurance to cover inheritance taxes. Mr. Law pointed out that the inheritance and estate taxes had in the past ten years created many new problems in the conservation of estates.

"As a help to selling life insurance," said Mr. Law, "a knowledge of the tax situation is valuable. It is an excellent means of opening a situation. Every business man of consequence is vitally interested in taxes."

User Tax Blue Prints

Mr. Law has worked out an interesting set of charts which in a sketchy, condensed way bridge the principal arguments to a prospect's attention. He had tracings made of these charts and uses them in blue print form in soliciting. A blue print, being different from the ordinary printed sheet, has greater value as an "attention getter," and he very seldom finds a man who is not willing to look at them.

The charts are designed to emphasize the advantage of leaving money by means of life insurance and, because Mr. Law uses them in canvassing wealthy men, he uses a million-dollar estate as a basis. The charts accomplish their purpose in gaining the prospect's attention and prompting a discussion of his affairs. They elicit a great deal of information which is most valuable in building up a case.

Men Better Prospects

Miss Helen B. Rockwell of Cleveland, who produced a greater volume of paid for business than has ever been produced in any club year by a woman agent of the National, related her experiences in building a clientele.

When she entered life insurance some nine years ago, Miss Rockwell wrote many more women than men. Most of her policyholders were nurses. An analysis of her policyholders showed her that a larger proportion of women policyholders moved to other cities than men policyholders. In 1924, moreover, the average policy sold men was double that sold women; and in the first half of 1925 she was able to sell men four times as much insurance as she could induce women to buy. From this analysis of her life insurance sales, Miss Rockwell concluded that it was not advisable to devote too much time to writing women.

Business from Old Customers

Professional men, notably lawyers and doctors, have in Miss Rockwell's experience made especially good clients. Two-thirds of her business this year has been written on direct leads from old policyholders, while the other third was

You may be puzzled

because you are not making what you believe your ability is worth. If you have built up a personal acquaintance among business and professional men and have sales ability, the Chicago General Agency of a large life company wants you. Knowledge of Life Insurance selling non-essential. We offer you a thorough education in Life Insurance and an insight into the most proficient selling methods. Unusual opportunity for the right man to build up a large income.

Address P-9
Care The National Underwriter, Chicago.

A Program of Expansion

Your Attention is Especially Directed to the
"History in Figures" Below.

End of Year	Admitted Assets	Liabilities Including Capital	Surplus and Contingent Reserve	Policy Holders Reserve	Insurance in Force
1901	\$ 279,467	\$ 209,109	\$ 70,358	\$ 8,450	\$ 1,301,774
1913	447,095	382,794	64,301	177,252	5,017,574
1918	1,140,608	999,625	140,983	785,414	9,505,850
1919	1,329,362	1,189,053	140,309	978,205	12,538,712
1920	1,590,518	1,437,972	152,446	1,225,573	15,068,390
1921	2,000,827	1,882,556	178,271	1,589,119	17,542,346
1922	2,334,190	2,133,840	210,350	1,892,753	17,548,118
1923	2,641,750	2,358,665	283,085	2,113,221	18,109,824
1924	2,936,981	2,606,433	330,548	2,356,127	20,067,450

We offer policy contracts to meet every human need that can be served by life insurance, cooperation to satisfy every reasonable request by an agent, and a unique pre-approach plan that will furnish you with an unfailing supply of live prospects.

Choice Territory Available in Missouri, Kansas, Oklahoma, Arkansas, Ohio, Pennsylvania, and Texas.

Write today to:

GEO. L. GROGAN
Manager of Agencies

Bank Savings Life Ins. Co.

Home Office, Topeka, Kansas

Child's Educational Endowment

Life Insurance is written through the ability of the agent to establish a point of contact with his prospect, thereby bringing him to a realization of the value of Life Insurance for specific purposes.

Our Child's Educational Endowment is providing a contact point with many prospective insurers because it provides a complete and attractive Educational Policy that we believe is unequalled by that offered by any other Life Insurance Company.

For example, the father 30 years of age and the child three years old, the annual deposit is \$46.20. The contract matures as an endowment for \$1,000 in 15 years when the child reaches 18. This provides a profitable investment of the child. Upon request we will gladly furnish you further information.

Pan-American service also includes—

- Educational Course**
- Individual Sales Planning**
- Unexcelled Life Policies**
- Substandard Insurance for Under-average Lives**
- Group Insurance**
- All Forms of Accident and Health Insurance**

We have a few general agency openings for men not presently attached.

Address
E. G. SIMMONS
Vice-President and General Manager

PAN-AMERICAN LIFE INSURANCE CO.

NEW ORLEANS, U. S. A.

Crawford H. Ellis, President

This is the sixth of a series on our service to agents. If you did not see the others and are interested, write to us and we will be glad to send you copies.

written on old policyholders themselves. In conclusion, Miss Rockwell advised those interested in her experience to make a similar analysis of their own business rather than draw their conclusions from her findings.

One of the most forceful addresses of the convention was delivered by John M. Holcombe, Jr., manager of the Life Insurance Sales Research Bureau of Hartford.

Hamlin Gives Talk

The leading speakers Thursday morning were Edwin B. Hamlin, manager of the Olmsted-Hamlin Co., the National's general agency in Cleveland; Edward N. Strong, general agent in Portland, Ore.; and Prof. Solomon S. Huebner, of the University of Pennsylvania.

Mr. Hamlin read a constructive paper on the subject "Are You Willing to Pay the Price?" He is manager of the company's largest agency and has only recently been elected a director of the company. He opened his address with the statement that every man should have some objective—some goal—and that the price he pays to reach this goal is the thought, time, and energy put into the effort. One who does not do his best in his chosen vocation is not fair to himself, his dependents or his business associates.

Full Day a Blessing

If every life insurance agent were required to start his day's work at 8:30 and quit at 6, furnishing a report of the actual work performed, it would be a blessing to life insurance agents.

Mr. Hamlin further stated that most agents could probably double their production by proper business engineering. He advocated regular working hours, selling life insurance exclusively, spending more time face to face with the prospect or policyholder, and performing routine tasks promptly.

Weekly Report Valuable

He especially recommended a weekly report being kept on cards such as those put out by "Rough Notes." It is a simple plan of record. It takes practically no time and it will analyze a man's work in a very helpful way. It will show whether he is making too many calls for the number of interviews he is getting, whether he is getting too few applications for the number of interviews he is having. There is something wrong with the man who is afraid to analyze his work. He is cheating himself and is too big a coward to face the proof.

Sources of Business

Edward N. Strong, who as general agent is building a virile agency organization in the state of Oregon, discussed "Sources of Business."

Mr. Strong stated that the subject should be treated from two viewpoints, that of the personal produced and the general agent. The new general agent, he believes, should make a record, and if he makes it, tell the public about it. This brings out the general agent's claims for leadership, makes his agency better known in the community, and thus makes it easier to secure good prospects.

Mr. Strong also believes that the general agent should give of himself to the community in order to put the leading men of the city's enterprises under obligation to him, although, as all thinking life underwriters appreciate, this can be overdone.

General Agent's Duty

It is the duty of the general agent, declared Mr. Strong, to share the points of contact he has formed with his subagents. Mr. Strong passes along to his associates many of his prospects. When he secures an application from a leading business executive, he secures the names of several of his subordinates and requests permission to use the executive's name when his salesmen call upon the subordinates.

Mr. Strong endeavors to have his agents call on all old policyholders at least twice a year. This has been his

best source of business. Policyholders will respond to a definite suggestion regarding their friends. The use of dividends to purchase new insurance is suggested if the needs of the policyholder are not covered.

Scientific Treatment of Life Values

The application of the science of economics to the insurance of life values was discussed by Prof. Solomon S. Huebner in a forceful and convincing way. Dr. Huebner repeated the assertion that he has made a number of times in recent months that only two types of values exist—namely, human life and property values—and that the latter depend upon the former. He explained how the scientific methods developed to evaluate and conserve property values could be used to develop and conserve the life values. Life insurance, moreover, was the only method by which life values could be protected.

75th Anniversary Exercises

The 75th anniversary exercises were held in the assembly hall of the home office, with H. M. Cutler, vice-president, presiding. Arthur B. Bisbee, second vice-president and medical director, was the principal speaker. Dr. Bisbee, who has just completed the preparation of a history of the National Life, presented an able and scholarly address summarizing the company's history from its organization over 75 years ago to the death of the late president, Joseph A. DeBoer. Vice-President Cutler also discussed certain phases of the company's history, and Charles W. Gammons, a director of the company and head of its Boston agency, presented some historical observations from the field.

Annual Dinner

President Howland presided and introduced the following speakers at the annual dinner: Franklin S. Billings, governor of Vermont; Daniel F. Appel, president, New England Mutual Life, representing the Association of Life Insurance Presidents; Fred T. Rench, president of the general agents' association, and Frank C. Partridge, president, Vermont Marble Co. and director of the National.

Sports Program

The Sports Program was held at the Montpelier Country Club on Friday. It included golf, tennis and horseshoes.

DOUBLE INDEMNITY CLAIMS

New York Life Gives Its Experience on Accident Claims for First Six Months

The New York Life gives its experience as to accidental death claims during the first six months of the year, following the double indemnity that has been paid during that period. Here is what it says:

Cause of Death	
Automobiles	18
Drownings	15
Murders	15
Falls	19
Crushed	9
Railroad collisions	8
Gunshot wounds	7
Burns	6
Explosions	5
Machinery	5
Carbon monoxide	4
Horse and wagon	4
Animals	2
Lighting	1
Blood poisoning	1
Poison	1
Hunting accident	1
Lives	152

Those who die from natural causes, after more or less lingering illnesses, have at least some portion of time in which to set their houses in order. Those whose lives are snuffed out in an instant are afforded no such reprieve. No provision can be made by them for carrying out their plans. Consequently their families, or their businesses are doubly bereft. They naturally need greater protection than do those who die from disease. This accounts for the double indemnity.

MANUFACTURERS LIFE OPENS NEW QUARTERS

Canadian Company Now Has Its Own Six-Story Home Office Building in Toronto

THIRTY-EIGHT YEARS OLD

Has Moved Seven Times Since Organization in 1887; Has \$310,000,000 of Insurance in Force

Thirty-eight years ago last month the Manufacturers Life of Toronto started in business in the back of a small store. Last week this company, with more than \$310,000,000 of insurance in force, officially opened its new home office building. Seven times since the start of this company it has been forced to seek larger headquarters because of its growth. Today it has its own six-story office building and ranks as one of the leading financial institutions of Canada and a factor among the world's insurance organization.

The first policy of the company was issued Aug. 19, 1887. Sir John A. McDonald, premier of Canada, was president at that time and until his death in 1891, being succeeded by George Gooderham, 1891-1901; Sir George W. Ross, premier of Ontario, 1901-1914; W. G. Gooderham, son of the second president of the company, who now heads the Manufacturers Life.

Two Million First Year

When the books of the company were closed Dec. 29, 1887, the business written totaled \$2,564,500, which was considered an outstanding achievement at that time. In the 90's the Manufacturers Life went ahead at a steadily increasing pace and its growth since 1900 has been at the same steady pace.

In July, 1907, the company had \$50,000,000 insurance in force, which was doubled in the next ten years. It was again doubled between February, 1918, and August, 1921. The total business in force January, 1924, was \$250,000,000, while the total in force on the thirty-eighth anniversary of the writing of the first policy was more than \$310,000,000.

The company's assets have shown a similar growth. At the end of the first year of business, the total assets amounted to \$155,877. In 1904 this has grown to \$6,112,344, which increased during the next ten years to more than \$19,000,000. The increase between 1914 and 1924 was 176 percent with a result that the assets at the beginning of 1925 totaled \$53,003,731.

Large Sums to Policyholders

It is interesting to note that while the Manufacturers Life made payments to beneficiaries under death claims during 1924 of \$1,472,725, a total of \$3,599,202 was paid to living policyholders who reaped the benefit of their own premium payments.

Premium income has grown apace with the assets and insurance in force, and the income from investments has shown a similar gain each year, with a result that the company's income in 1924 was \$14,335,844, which represents an increase of more than 200 percent over 1914.

The new home office building is in the very heart of Toronto and about 10 minutes from the congested downtown financial district. The Manufacturers Life is the first large insurance company to leave the downtown district for the more residential section farther north. The entire building is occupied by the head office staff of the Manufacturers Life which now numbers more

than 260. President Gooderham is also head of the Bank of Toronto and of the Canada Permanent Mortgage Corporation, while the board of directors include a number of Canada's leading financiers. J. B. McKechnie is general manager, having been appointed to that position in 1916. A year later he was elected director. Other officers include L. A. Winter, treasurer, and Alexander MacKenzie, manager of agencies.

Licensed in Many Countries

The Manufacturers Life began its foreign business in 1893 when it was licensed to write in Bermuda. Practically every year since that has seen an extension of the organization into far corners of the world until today the company is licensed to write in six of the United States—Michigan, Pennsylvania, Illinois, Ohio, Oregon and Washington, as well as the following foreign countries: Great Britain and Ireland, Antigua, Barbados, Bermuda, British Guiana, British Honduras, Cape Colony, Ceylon, China, Curacao, Federated Malay States, Grenada, Hong Kong, India, Jamaica, Mauritius, Natal, Newfoundland, Orange Free State, Straits Settlements, Transvaal, Trinidad, Hawaii, Philippine Islands, Porto Rico, Colombia, Costa Rica, Cuba, Dutch Guiana, Egypt, Guatemala, Haiti, Japan, Java, Mexico, Panama, Santo Domingo, Siam, Sumatra.

OHIO NATIONAL LIFE AGENCY CONVENTION

(CONTINUED FROM PAGE 5)

He pointed out that poor selection is caused by intemperance, greed and honesty. An agent with too much enthusiasm and an intemperate zeal, with a passion for selling will often submit faulty cases. Greed for excellence in volume leads to promiscuous writing of apps. "Honesty on the part of an agent," said Mr. Smallidge, "leads to poor selection. The agent is so anxious to be of real service to the beneficiaries that he overlooks selection, he does not see the faults. Judgment must be used in connecting this fault. There is a thin line separating duty from business judgment. Faulty selection affects the company, the prospect and the agent. It induces a higher cost to the company, it is a doubtful service to the prospect and it is a loss of time and money to the agent."

Dr. Shook's Address

Dr. Shook said: "The medical examiner must be well schooled and honest. He cannot give inadequate descriptions of impairments. He cannot make poor examinations. The examiner must be selected with the greatest care and his reports must be carefully checked up." He urged that a confidential medical report be attached to the regular report and this confidential report be sent direct to the home office by the examining physician.

Walter Schmitt, general counsel of the company, in speaking on the legal aspects of selection, maintained that there are three elements in each risk. Namely, physical, moral and financial. He urged a proper standard of ethics in the field. He stated that where the general agent is charged with selecting the local agent, he should also be responsible for the selection of business by the agent. He urged that life insurance men adopt a code of ethics the same as other professional men relative to moral conduct.

The convention held through Wednesday and Thursday.

Gain in New Business

The Midland National Life of Water-town, S. D., has passed the \$5,000,000 mark in new business, so that it will write \$10,000,000 this year. President C. W. Martindale states that there are excellent crop prospects all over the west. A good yield of small grain is already harvested. There is more optimism now than there has been for a good many years. Its gain in new business this year amounts to 60 percent.

Twenty Managers Wanted

for

Indiana and Illinois

FULL TIME—FIRST CLASS MEN
MUST BE MASONS

COMPANY WRITES MASONS AND MEMBERS
OF A MASON'S FAMILY EXCLUSIVELY

SPECIAL CARD LEADS
THE UNIQUE PLAN FOR AGENTS

Life Service Bond Copyrighted Contract for Agents

Phenomenal Growth of Company Last Six Years

Gain in Per Cent from 1918 to 1924

Admitted Assets	554%
Insurance in Force.....	2,001%
Total Premium Income	2,365%
Net Reserve	4,663%

CRESCENT LIFE INSURANCE COMPANY

Indianapolis, Indiana

Bertram Day, President

THE Company with the personal contract offers excellent openings to clear-thinking, red-blooded agents who like to cooperate with the home office and who will in turn be given every possible aid in their development.

Write or wire for further information

SAN JACINTO LIFE INS. CO.

Beaumont, Texas

H. M. HARGROVE, President

The GLOBE MUTUAL LIFE INSURANCE COMPANY OF CHICAGO, ILL.

PROGRESS OF THE GLOBE

Estimated Results for 1924 Over Last Five Years

GAIN IN INTEREST INCOME32 PER CENT
GAIN IN ASSETS319 PER CENT
GAIN IN INCOME36 PER CENT
GAIN IN INSURANCE IN FORCE35 PER CENT
AVERAGE GAIN OVER LAST FIVE YEARS328 PER CENT

The above figures are the results of the highest grade of service to policyholders and representatives. The latest is

CLAIMS PAID BY TELEGRAPH

To which have been added

CLAIMS ADJUSTED BY RADIO

It is the last word in

SERVICE

T. F. Barry—Founder.

**OPENINGS AT**

Boise, Idaho
Pocatello, Idaho
Rockford, Ill.
Springfield, Ill.
Fort Wayne, Ind.
South Bend, Ind.
Terre Haute, Ind.
Burlington, Iowa
Davenport, Iowa
Mason City, Iowa
Pueblo, Colo.
Louisville, Ky.
Grand Rapids, Mich.
Lincoln, Nebr.
Billings, Mont.
Great Falls, Mont.
Helena, Mont.
Missoula, Mont.
Columbus, Ohio
Dayton, Ohio
Springfield, Ohio
Toledo, Ohio
Amarillo, Texas
El Paso, Texas
Houston, Tex.
Cheyenne, Wyo.
Roanoke, Va.

**"POOR RICHARD" said—
"All that glitters is not gold."**

Promises and Percentages may be made to "glitter"—BUT

The real gold that an Agency contract puts into YOUR pants-pocket is the real measure of that contract.

DURING 1924 THE RENEWAL INCOME PAID MINNESOTA MUTUAL AGENTS AVERAGED—

1. For Agencies less than five years old \$3,500.
2. For Agencies up to seven years old \$6,000.
3. For Agencies over ten years old \$25,000.

REMEMBER THAT'S JUST RENEWALS!

These men know how real gold glitters—and they know it paid them to get and keep an Agency contract that is Right.

On Agency Matters Address
O. J. LACY
2nd Vice-President

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

ST. PAUL—"Where the Great Northwest Begins"

The Minnesota Mutual now a \$107,000,000 company

GENERAL AGENTS

capable of organizing and developing territory in

Georgia
Kentucky
Michigan

Alabama
Texas
West Virginia
North Carolina

are wanted by

Atlantic Life Insurance Company of Richmond, Virginia

If you are ambitious to build your own business with a Company which will assist you in realizing your ambition, apply at once to

WILLIAM H. HARRISON
Vice-President and Superintendent of Agencies

Honestly It's the Best Policy

EDUCATIONAL DIRECTOR

NEW POST FOR ROY L. DAVIS

Continental Casualty and Continental Assurance Will Open School of Salesmanship in Chicago

Vice-President G. F. Claypool of the Continental Assurance announces the appointment of Roy L. Davis as educational director for that company and the Continental Casualty, giving most of his attention, however, to the life company. Mr. Davis will formulate plans for the development of an insurance school for Continental men, with Chicago as its center for the time being.

The company school will have a two-fold purpose. In the first place, it will aim to give Continental men a thorough



ROY L. DAVIS

New Educational Director of the Continental Casualty and Continental Assurance

education in the theory and practice of salesmanship. Again, it will thoroughly ground them in the fundamentals of insurance in all its branches.

Personal Insurance Program

For the time being Mr. Davis will concentrate on the field of personal insurance, giving attention to life, health, accident and non-cancellable disability. The Continental management believes the public is entitled to insurance service from trained counsellors. As soon as possible, the company will insist on having every licensed agent a graduate of this practical course of study.

Mr. Davis is 32 years of age and has had thorough preparatory school and college training. He secured his A. B. degree from Illinois Wesleyan in 1915 and his master's degree from the same college in 1916. After additional study at the University of Illinois, where he specialized in educational psychology, he went to the New York University, securing the degree of doctor of philosophy in 1923.

Became an Army Aviator

During the time of the world war studying at the adjutants' school in Ohio and the Kelly and Rockwell flying fields, he was sent to Mather field as flying instructor, being discharged in 1919 as first lieutenant. Since coming out of service, Mr. Davis has been connected with large business enterprises in connection with educational and personnel work. He entered the general insurance field in Chicago in order to get practical experience in soliciting. He was graduated from the recent school of life insurance salesmanship conducted in Chicago during the summer by the University of Pittsburgh.

GENERAL AGENTS MEET

PROGRAM OF PACIFIC MUTUAL

Interesting Subjects Are Scheduled for the Gathering to Be Held in Kansas City

The Pacific Mutual Agency Association will hold its annual meeting in Kansas City Sept. 28-29, during the same week that the National Association of Life Underwriters meets there. The following is the Pacific Mutual program:

Monday, Sept. 28

MORNING SESSION

9:00 A. M.: Call to order.
Reading the minutes.
Outline discussion by President.
10:00 to 10:10: Introducing visiting officials.

ACQUISITION OF AGENTS

10:10 to 10:40: (a) What kind of men does the Pacific Mutual desire to attract and from what sources may they be best secured, both life and non-life?

What practical methods are not being used by Pacific Mutual general agents to secure new agents and through what means are most of them recruited?

10:40 to 11:05: Discussion.
11:05 to 11:35: (b) What has the Pacific Mutual to offer such men at the present time?

11:35 to 12M.: Discussion.

AFTERNOON SESSION

ACQUISITION OF AGENTS (Continued)

2:00 to 2:30 P. M.: (c) What do the type of men we are seeking desire? Are they looking for advancement, special training, freedom of action, early competence, or what?

(d) How nearly does the Pacific Mutual as supplemented by the special efforts of general agents come to meeting those requirements.

2:30 to 2:50 P. M.: Discussion.
2:50 to 3:10 P. M.: (e) Securing the co-operation of the present agency organization in the finding and training of new men.

(f) How can that interest be further stimulated?

3:10 to 3:30 P. M.: Discussion.
3:30 to 4:30 P. M.: (g) Describing the job to the prospective agent. (Actual demonstration by general agent of the opportunity offered by the Pacific Mutual in each general agency to a prospective agent.

4:30 to 5:00 P. M.: Discussion.

EVENING BANQUET

(Open to all Pacific Mutual representatives.) Special paper by Counsel Blak Franklin.

Tuesday, Sept. 29

AFTERNON SESSION

FINANCING THE ACQUIRED AGENT

2:00 to 2:30 P. M.: (a) To what extent is a general agent justified in financing properly acquired agency material?

(b) Should the question of advance ever be used as a means of attracting new material?

(c) What rules can be used for intelligently computing possible advances?

2:30 to 2:50 P. M.: Discussion.

EDUCATION AND TRAINING

2:50 to 3:30 P. M.: (a) What are companies now offering beginners in the way of special training? What is the Pacific Mutual planning in this regard?

(b) Complete outline of proposed educational program as contemplated by the Pacific Mutual.

3:30 to 3:50 P. M.: Open Discussion.

3:50 to 4:20 P. M.: (a) What preparation should a general agent make in preparing the field for new agents?

4:20 to 4:40 P. M.: Discussion.

ADJOURNMENT EVENING SESSION

8:00 to 9:30 P. M.: Open Discussion. Recommendations of executive committee.

9:30 to 10:00 P. M.: (1) Election of officers.
(2) Report of any committees.
(3) Formal adjournment.

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**CAN SEE THE REPORT
IS OPEN TO THE DIRECTORS**

Commissioner Saufley of Kentucky invites Members of the Board to Visit His Office

LOUISVILLE, KY., Sept. 3.—Louisville newspapers have been making a great deal of copy out of the Inter Southern Life tangle over the past week, as a result of efforts of the James R. Duffin faction in the board of directors to hold all information contained in the Ernst & Ernst audit condition even from members of the board. A meeting of the directors was held Aug. 23, at which the report was turned over by S. M. Saufley, Kentucky insurance commissioner. The board voted for a committee to receive the report, which was not read to the board. Certain members voted against this action, holding that every director had a right to see the contents of the report, which, under the board's vote, would be open to members of a committee, some of whom were not even stockholders.

Demand to See Report

Stanley Reed, M. M. Parrish and Ellsworth Regenstein, three directors who have demanded the right to see the audit and who are opposing the Duffin faction, after being refused the privilege by the directors to hear the report, took the matter up with Mr. Saufley, who has announced that any director who desired to see the report and go over it could do so, and advised them that he would be glad to have them call at his office last Tuesday to see the report or for any other purpose, but that material contained in the report was not to be made public until such action is taken by the commissioner, who has given the company directors three weeks in which to make any reply which they may desire regarding alleged charges in the report. The commissioner held that his department had nothing to hide from any director and that it was his intention to place all the facts concerning company affairs before any director on request, as, by pursuing this course, it would make it possible to get at the true facts and clear up the whole matter in a very short time.

Legal Force Gets Addition

It is reported that Eli H. Brown, Jr., Louisville attorney and very active in state politics, has recently been added to the force of attorneys who are aiding James R. Duffin, and including Elwood Hamilton and Ernest Woodward.

Commissioner Saufley on Aug. 26 became a bit peeved over statements in the press quoting James R. Duffin as stating that his examiners were making an official report of the condition of the company, and contending that the Ernst & Ernst report in the commissioner's hands was not an official report. Mr. Duffin's alleged statements were to the effect that the Ernst report was made at the instigation of certain Louisville men who were later ousted as directors.

How Ernst & Ernst Were Selected

Mr. Saufley contended that he employed Ernst & Ernst to make the audit, not for Mr. Duffin, not for ousted directors, but after charges had been filed by W. L. Martin and other stockholders and policyholders, who contended that the company was being mismanaged and containing charges to the effect that an audit made in 1923 by three state insurance departments was not made in good faith. At that time Mr. Saufley notified company officials an directors, Mr. Martin and interested parties, that he would make an audit, and asked Messrs. James B. Brown, Earl S. Gwin and Richard Bean, bank presidents of Louisville, to give him the names of accounting firms of reputation, and from a number of names submitted

BIDDING FOR CRESCENT**DEMAND FOR ITS BUSINESS**

International Life & Trust of Moline, Ill., Has the Contract for Taking Over Its Insurance

Although the International Life & Trust of Moline, Ill., has made an agreement to take over the business of the Crescent Life of Indianapolis, Indiana and Illinois insurance departments have not yet passed on the transaction. The International Life & Trust is not licensed in Indiana and before taking over the business it would have to be admitted. It is understood that the International has agreed to take over the business for \$15 a thousand.

Another group consisting of L. H. Koch, formerly vice-president of the National American of Burlington, Ia., and his associates at Terre Haute, Ind., who were formerly connected with the International Life & Trust, but are now interested in a new company there, have made a bid, and are endeavoring to upset the International's negotiations. Suit has been filed by a stockholder of the Crescent to endeavor to prevent it from being taken over by the International. A number of other would be purchasers have made bids.

HILL TAKES UP AGENCY WORK

President of the Mutual Life of Illinois Assumes Charge of the Field Department

President H. B. Hill of the Mutual Life of Illinois at Springfield, Ill., announcing the resignation of N. H. Walt, vice-president in charge of the agency department, to become state agent for the Ohio National Life in Illinois, states that he will again assume charge of the agency department of the Mutual Life himself. Mr. Hill has been in constant touch with the production end of the company. The Mutual Life now has in excess of \$21,500,000 life insurance in force and in its health and accident department is working on a premium income of \$500,000 yearly. Its assets are \$2,500,000.

Announces Fall Courses

Griffin M. Lovelace, director of the Life Insurance Training School of New York University, has announced the fall courses which commence the second week in October. The day classes are scheduled for Monday, Tuesday, Friday and Saturday, from 9:00 a. m. to 1:00 p. m., and the night classes three evenings a week from 4:00 to 9:30 p. m., with the period from 6:10 to 7:00 for dinner. There are four subjects of instruction: Life insurance needs and uses, practical selling methods, life insurance principles and policies and the psychology of selling life insurance. Conferences on the interview are held weekly. Tuition for the 11 weeks' course is \$100.

Big Chicago Business

S. T. Whatley's general agency of the Aetna Life in Chicago paid for \$13,000,000 of life insurance during the first eight months of this year, as opposed to \$12,000,000 for the entire year of 1924. These figures are exclusive of group insurance.

The August business was 300 percent of the August business of last year, both as regards number of sales and volume of business. The actual number of thus far during the year, indicating that sales was greater than any other month the so-called seasonal slump can be overcome by putting forward sufficient effort.

He selected the Ernst & Ernst concern. The selection was made by himself and no one else, and the audit as ordered by the state department is official.

Dealing Face Up

PLEASE do not look upon our Company as "the biggest, the greatest, the most expensive one, or, the cheapest one."

Rather we would like you to know us as a friendly, cheerful, willing and "square" group of specialists in Life Insurance.

In addition to a foremost desire to satisfy our clients with protection, rates and service, we try to make each of our agents a greater success in his community—and that effort serves for small producers as well as the big ones.

We have just entered Iowa and, consequently, have a few General Agency franchises to offer men able to produce personal business while organizing their territories.

To learn of our proposition, write us in confidence. You'll be nothing out of pocket if we fail to interest you. Address

Clark R. Jackson

Security Mutual Life Insurance Company

Binghamton, New York

FLINT—The Magic City

Forty years ago Flint was a struggling sawmill town. Today Flint leads even Detroit in the number of automobiles manufactured, and is led only by Highland Park, where the Ford plant is located.

Over 1,900 homes were built in Flint in 1923. Its population had grown to over 100,000. A fine spirit of loyalty and service to the "Old Home Town," an unbounded energy in overcoming handicaps and obstacles have made Flint a city truly magical in its growth and development.

A tremendous volume of life insurance has been and is being written in Flint. The continued growth of the city opens up continually bigger life insurance opportunities.

The Register Life wants a first-class man to build up a prosperous general agency in Flint and surrounding counties.

If you are interested, write, in confidence,

REGISTER LIFE INSURANCE COMPANY

Incorporated 1889

Davenport, Iowa

AMERICAN LIFE REINSURANCE CO.

OFFICES

DALLAS, Home Office Building
CHICAGO, 29 S. La Salle St.

**Prompt Service From Both Offices
Maximum Security to Treaty Holders**

A. C. BIGGER President	FRED D. STRUDELL Vice-President	MORTON BIGGER Secretary
C. W. SIMPSON Medical Director	BERT H. ZAHNER Chicago Manager	

FOR NEBRASKA

An "old-time" state agency contract with non-forfeiting renewal commissions and some "honest-to-goodness" cooperation now open to a man who can demonstrate ability to do a real job of agency building in that splendid state.

Address—Ralph H. Rice, President

**NATIONAL FIDELITY LIFE
Insurance Company**

Home Office Kansas City, Missouri
Ralph H. Rice, President
Come to the National Life Underwriters Convention in Kansas City

Incorporated 1851
**BERKSHIRE LIFE INSURANCE COMPANY
PITTSFIELD, MASS.**

FREDERIC H. RHODES, President

This company has always pursued those policies in the conduct of its business that have given it a high reputation for stability and fair dealing.
Has always rendered the highest grade of service to its policyholders.
Has always extended reasonable assistance and encouragement to its representatives to develop and hold their business.
Its policy contracts give to each individual insurer full protection, safeguarding, at the same time, the interest of all its policyholders.

JOHN BARKER, Vice-President

ROBERT H. DAVENPORT, Secretary

POLICY LOANS CAUSE LAPSES

Have You found a way to stop this waste?
Our plan IS saving millions for many Companies and is the result of twenty-two years of careful research and experience.

THE OTIS HANN COMPANY
10 So. La Salle St. Chicago, Illinois

Satisfied Policyholders

More than 67% of all insurance written by this company since 1867 is still in force today. What better evidence could there be that policyholders appreciate the "golden rule" service of Iowa's Oldest Company?

Men desiring to become agents for a good, old line company will realize the advantage of a contract with this company of satisfied policyholders.

**EQUITABLE LIFE
INSURANCE COMPANY
OF IOWA**

Founded: 1867

Home Office: Des Moines



NEGRO COMPANY GOES AFTER LODGE RISKS

Liberty Life of Chicago Seeks to Cover Fraternals on Wholesale Plan

AGENCY CONVENTION HELD

Mrs. I. B. Thompson in Clever Paper Tells of Woman's Part in Sphere of Life Insurance

At the annual agency meeting of the Liberty Life of Chicago, the well known Negro company, Secretary W. E. Stewart explained the fraternal group insurance plan that the company has adopted. Mr. Stewart said that arrangements are made with lodges and various organizations to write their membership on the wholesale plan, the cost being about \$10 per thousand. A number of agents have started a canvass for such groups. Mr. Stewart stated that through this method the company would become well known. It opens the way for agents to solicit these same people for larger policies.

Women Are Large Writers

The Liberty Life has two women who have made remarkable production records. Last year Mrs. Clara Stewart, became a member of the \$100,000 Club, the company claiming that she is the first Negro woman to have written this amount of business in a year. Mrs. Stewart did not make the club this year losing out by a small margin, but Mrs. Lulu M. Jones won membership in the club.

The Liberty Life convention was unusually interesting because of the high order of talent that appeared on the program. One of the most clever papers presented was by Mrs. I. B. Thompson of Chicago, a woman agent of culture, who spoke on "Women and Life Insurance." She said that every woman has the primal maternal instinct and hence seeks protection for her children. Mrs. Thompson said that originally 95 percent of the life insurance produced was really taken out for the benefit of women and children.

Women Life Insurance Salesmen

In speaking of women life insurance agents, she called attention to the fact that a growing number are entering the field, and are producing business in larger amounts. For instance, the Victory Life of Chicago finds that one-sixth of its new business is coming from women agents. Mrs. Thompson called attention to the record of Mrs. Clara Stewart and Mrs. Lulu M. Jones of her own company, both of whom are large producers. She said that one-twelfth of the new business of the Liberty Life is coming from women agents. Women, she asserted, know the value, service and uses of life insurance and are becoming more and more enlightened as to its beneficence. Women, she said, have been the benefactors of life insurance and have seen how it has educated those who would not have had the benefit of an education had it not been for the life insurance that was carried. Many women are buying fairly large amounts of insurance. Mrs. Thompson said that woman as a producer should cover her life values the same as man.

Women as Buyers

In speaking of buying that is being done today she said that 85 percent of it is done by women. Women are the buyers of almost all the food products and household articles. The latent buying power of women, she declared, should be used moving her to buy more insurance. Mrs. Thompson said that very frequently it is necessary to sell the

woman insurance where the man is being solicited. A woman has much to say as to whether it shall be carried or not.

Educational Directors Talk

E. F. Simpkins, the educational director of the company, in a talk on some of the fundamentals involved in a sale said that in selling life insurance much of the approach should be based on friendship. An agent should have the confidence of the person to whom he is selling. There is a certain amount of resistance that must be overcome before a man's interest is created for life insurance. Mr. Simpkins said that a prospect may be buying from some other agent, or he may not want to be interviewed. The approach must be made in a sympathetic way. Salesmanship, he said, that really is worth while is something based on mutual understanding. No one, he asserted, is interested in any project unless he feels it will be profitable. People buy insurance because they want it. Mr. Simpkins said that the sale should be completed by putting the band of satisfaction about it. An agent he declared should place himself in the position of his prospect and see the latter's needs from his particular angle. He should talk to a prospect in his own language and from the standpoint of his own station in life.

J. W. Hollis of Chicago told some of the advantages of working in small towns. In these communities everyone knows his neighbor and therefore is better able to analyze the needs. It is essential that confidence be established before much progress can be made. People must believe in a proposition before they will buy.

Tribute to Late President

At the Thursday afternoon session memorial exercises were held for the late founder and president, Frank L. Gillespie. W. Ellis Stewart was master of ceremonies. The agency force engaged in two-minute expressions concerning their "late chief." Rev. R. L. Bradby, pastor of the Second Baptist church of Detroit and vice-president of the Liberty Life, gave an address. Following this ceremony a life sized portrait of Mr. Gillespie was unveiled. Mr. Gillespie was one of the pioneer Negro life insurance men in the United States. He received part of his education at Harvard law school, and later joined the forces of the Royal Life in Chicago as an agent. He soon became superintendent of agents of that company and later became an officer of the Public Life of Chicago. While serving in that capacity he resigned to organize the Liberty Life. The company was successful from the start, and the present day standing of the Liberty Life is due almost entirely to the untiring efforts of Mr. Gillespie.

Test of Insurance Salesman

At one session, Elmore Williams, supervisor of the Kansas City district opened the meeting with a very engaging talk on the "Test of a Life Salesman." He emphasized the fact that a salesman must have sufficient knowledge of his business and also use this knowledge to be a success. His "52 methods" of success proved to be working 52 weeks of the year. Conservation of business; daily working programs; prospects, how, where, and when to find them; investment securities, and office operations were among the topics discussed.

E. L. Snyder, supervisor of the St. Louis district gave a talk on "Selling the Business to the Prospective Life Agent." He said that when an agent begins, difficulties and a small financial gain must be expected, but he should keep in mind that he will eventually become independent. A successful agent should have vital energy, be a keen thinker, have tremendous ambition, and most of all, he should realize the tremendous possibilities of his profession. Faith in what one is engaged in, he said, is one of the keynotes of success. Mr. Snyder also emphasized the fact that insurance agents should read the books of their profession. He showed that many problems can be met by doing this, which otherwise would only be solved by hard, cold experience.

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INDIANAPOLIS LIFE AGENCY MEN GATHER

**Prophecy Made That Company
Will Reach Billion Dollar
Mark in 1943**

LOWER AGE LIMIT TO 10

**President Manly Urges That Drive Be
Made in September for Educa-
tional Policies**

The twentieth anniversary convention of the Indianapolis Life held at the home office Aug. 25-27 was marked by a hint of larger dividends each year to come, when Elder A. Porter, actuary, spoke on the future of the Indianapolis Life and backed this up by a resume of the progress which has been made during the past years. He predicted that in 1929 the company will have \$100,000,000 insurance in force and even went so far as to prophesy a billion dollar company in 1943.

In a discussion of plans for the coming year, President Frank P. Manly gave the details of the football contest which is to be started within the next few weeks. The territory covered by the company will be divided into 16 districts and contests will be arranged between them.

Lower Age Limit on Children

Another announcement of more than general interest was to the effect that the company had lowered the age rate to 10 years on boys and girls, and President Manly urged that the month of September be given to selling educational insurance using this lower age limit as an argument.

The program opened Wednesday morning with a flag-raising ceremony at the new home office of the company with A. L. Porteus, cashier, as master of the ceremony. Following the ceremony Vice-President Edward D. Raub, who is also general counsel for the company, discussed the Indiana investment law known as the compulsory deposit law and pointed out the advantages of this measure from the standpoint of protection afforded the policyholders of the company.

F. B. Brosnan, assistant cashier, led a discussion on policy loans, and pointed out both the advantages and disadvantages of this system. Dr. J. B. Young, medical director, spoke on the medical problem met by the home office and discussed the cooperation with the field force. He spoke of the tendency towards an increase in the mortality rate at certain periods and said that possibly one of the reasons for this was the number of larger cases being written. He asked for the cooperation of the agents in a more careful selection of risks and examiners.

"First Year Settlement and Methods of Settlement" was the subject of a general discussion in which all present took part. The advantage of securing a settlement with the application was shown to have considerable effect on holding new business. C. C. Pfeiffer, assistant cashier, talked on "Renewing and Reinstatement" and told of the assistance given the field force in this work by those at the home office.

To Drive for Club Members

The closing session was marked by a meeting of the Counsellors' Club, presided over by the president of that organization, A. H. Kahler, general manager, Peoria, Ill., and it was pointed out that a larger membership was needed to assure the continuance of the club. Vice-presidents will be elected for each state to furnish the necessary inspiration to

encourage more agents to qualify themselves for the club.

Harold Plack of Peoria, the leading producer for this year, told of the methods he used and laid his success to the attention he paid to old policyholders and to a regular use of the city directory in search for new prospects. Actuary E. A. Porter spoke of the progress that the company had made and pointed out that during the first eight months of 1925 more business had been written than in the first eight years of the company's history and that more premiums were collected in 1924 than had been collected the first 10 years of the company. He also showed that the company's assets had doubled in the last three and one-half years and predicted a hundred million insurance in force by 1929 as \$50,000,000 was now in force. It was in this connection that Mr. Porter pointed out that the agents may expect larger dividends to be paid by the company each year.

Hold Picnic for Entire Force

Before the convention closed, President Manly was congratulated upon the success he has had and high tribute was paid him when he was presented with a life size painting of himself to be hung in the library of the home office.

Automobiles and busses transported all the visiting agents and members of the home office force to President Manly's country home on the White River where sports and eats rivaled for the attention of all. President Manly won the sharpshooting contest.

Love of One's Calling Enables Him to Make Powerful Impression

HARRY COLLINS SPILLMAN, sales manager in New York City, illustrates the point of how much more successful an agent is who loves his business and knows it than the one who simply has expert knowledge. He said that there was a man who had spent many years in looking for a sapphire that would match one that he bought for his wife years ago. He had made a search both here and abroad and had not been successful. He was in Washington, D. C., and went to a jewelry store. He sought the proprietor of the store and he told the customer that he thought he had the gem that he was seeking. He turned him over to one of the salesmen who took him to the precious stone department, and brought out the tray.

There indeed was the very stone for which he was looking. The salesman handed it to him and on comparing it with his wife's jewel it was found to be a match. He asked the price and he found it was \$500. He said that was more than he wanted to pay and started out.

How the Sale Was Made

The proprietor noticed him going out and asked him if he had found the gem. The customer said that undoubtedly this was the one for which he had been looking, but the price was too high for him. The proprietor then asked him if he would go back and look at it again. He would not ask him to buy it, but he wanted the privilege of showing it to him. The customer consented. The man took the gem out of the tray, handled it affectionately, held it up to the light, showed it to the customer in its various beautiful aspects as they appeared to him. He exhibited it in all its artistic effects. The customer saw how much the proprietor really loved this gem. He appreciated its beauty. The proprietor showed it to him in a way that he had never seen it before. Without further ado the customer bought the gem. The proprietor asked him why he bought it from him and did not buy it from the salesman. The customer said "We have bought this stone together. You have made me love it because you loved it. The other salesman knew about the gem but he did not have that real affection for it that you have."

General Agencies

WE have general agency openings in the following states:

Illinois	Oklahoma
Iowa	Nebraska
Indiana	Wyoming
Ohio	South Dakota
Minnesota	Montana
Missouri	Colorado
Kansas	California

Any good, live producer of Life or Accident and Health insurance, who is not at present under contract with any other company, will be taking a step in the right direction by getting in touch with us.

He will tell us about himself and we will tell him of our thorough co-operation with our field force, including direct mail and newspaper advertising assistance.

Address H. G. Royer, President

Great Northern Life Insurance Company

110 South Dearborn Street, Chicago

COMPANY HELD LIABLE**POLICY NOT RENDERED VOID**

Failure of Insured to Furnish Proof of Disability Held Not to Prevent Recovery

In Metropolitan Life vs. Carroll, Court of Appeals of Kentucky, 273 S. W. 54, the insurance company issued a life policy which provided for 31 days' grace in the payment of the annual premium. The policy also provided that after it had been in force one full year if the insured became permanently disabled and proof of such disability was made, payment of the premiums would be waived.

The policy was issued June 27, 1922, and the insured paid the first annual premium. The next premium, due June 27, 1923, was not paid. On July 15, 1923, within the 31 days' grace allowed for payment, the insured was stricken with a mortal disease. The company was never notified of the disability of the insured, but premium was not paid, and on July 30, the insured died.

On this state of facts the insurance company denied liability on the ground that since it had no notice of insured's

disability, and the premium was not paid when due or within the 31 days' grace allowed, it was not liable. In reviewing the record and in holding the insurance company liable the court said:

"Before the days of grace expired the insured was stricken with a mortal disease. He could not present proofs before he was taken sick, and it would be a very unreasonable construction of the contract to say that he lost his rights by not presenting proofs while in this condition and before his death. Such a construction of the contract would make it of no value to the insured in such cases, although this clause of the contract would, in many cases, be the inducement for taking the insurance, for this kind of insurance is usually taken by people who work for a living and who would rely on the company carrying the premium in case they became disabled."

Time of Furnishing Proofs

"A very strict rule has been followed in favor of the insurer where the annual premium is not paid when due, but this is for the reason that the annual premium is the basis of the contract, and the business cannot be carried on without the payment of the premiums. But the furnishing of proofs of disability is entirely a different matter, and it is a sound rule that time is not of the essence of the contract and that proofs may be

furnished in a reasonable time. It would have been nugatory to furnish the proofs after the insured died and after the insurer denied liability on the contract. The denial excused the furnishing of proofs then, and a reasonable time for furnishing the proofs had not then elapsed."

CRISWELL TAKES POSITION

Started as Executive Secretary of the Chicago Life Underwriters Association This Week

Clinton F. Criswell, the new executive secretary of the Chicago Life Underwriters Association, arrived on the scene this week and established temporary offices with George Hoffman, manager of the Guardian Life of New York, in the Marquette building. Mr. Criswell resigned a similar position in Cleveland to accept the Chicago work. He will visit all the general agencies in the city, become acquainted with the rate book men and after getting his bearings will establish a service for the working life insurance men that will be worth much to them.

Senator Gerald White has been appointed superintendent of the group division of the Canadian head office of the Metropolitan Life.

CANCER ON INCREASE**CAUSES 34 OF 276 DEATHS**

Dr. Henry W. Cook of Northwestern National Issues Mortality Statement for Eight Months

The Northwestern National Life, through Dr. Henry W. Cook, vice-president and medical director, has just issued a statement of the death losses of the company from Jan. 1 to Aug. 27 of this year, which is featured by the fact that the mortality is only 41.8 percent of the expected rate.

The large number of deaths from cancer, which the medical profession has found to be on the increase, is especially heavy in the Northwestern's report, 34 out of 276 deaths being due to that cause. Pneumonia is next with 22, while tuberculosis cases numbered only 16. In spite of the great amount of preventive work that is being done in the field of cancer, the number of deaths from that cause seems to be steadily increasing. The Northwestern is only one of the several companies which have found this to be the case.

Another cause of mortality to which the insurance companies are having their attention drawn is that of chronic degenerative diseases. Ninety-two of the 276 deaths shown by the Northwestern were due to cardio-vascular-renal causes of which 59 occurred from circulatory diseases, 15 from apoplexy and 18 from nephritis.

This, according to Dr. Cook, is a manifestation of chronic degenerative changes in the connective tissues affecting the three vital organs, heart, kidneys and arteries. This onset, medical directors feel, can be protected against by personal hygiene, care in diet, sufficient exercise, rest and recreation, together with moderate living and freedom from excessive worry.

Red Flag Warns of Danger

The breaking down of the business man because of cardio-vascular-renal degeneration is most frequently in the fifth and sixth decades, Dr. Cook points out, and is usually preceded by a red flag of heart murmur, irregularities of the heart or high blood pressure.

Following is the table of mortality Dr. Cook has just issued with the diseases classified according to the United States census bureau:

General Diseases, 74 deaths—Cancer, 34; tuberculosis, 16; pernicious anemia, 4; smallpox, 3; diabetes, 3; streptococcus infection, 3; acute alcoholism, 1; diphtheria, 1; erysipelas, 1; exophthalmic goitre, 1; encephalitis lethargica, 1; influenza, 1; septicemia, 1; syphilis, 1; pyemia, 1; purpura hemorrhagica, 1; typhoid fever, 1.

Circulatory Diseases, 59 deaths—Myocarditis, 16; endocarditis, 11; angina pectoris, 4; aortic aneurism, 2; aortic insufficiency, 1; dilatation of heart, 1; arteriosclerosis, 15; embolism, 3; coronary sclerosis, 2; thrombosis, 2; ruptured mesenteric artery, 1; septic phlebitis of leg, 1.

Nervous Diseases, 33 deaths—Apoplexy, 15; brain tumor, 5; spinal meningitis, 4; paralysis, 4; cerebral hemorrhage, 2; cerebral softening, 1; abscess of brain, 1; acute mastoiditis, 1.

Genito Urinary, 20 deaths—Nephritis, 14; uremia, 4; hypertrophied prostate, 2.

Digestive, 14 deaths—acute appendicitis, 6; acute peritonitis, 1; gall stones, 2; intestinal obstruction, 2; gastric ulcer, 2; hernia, 1.

Respiratory, 26 deaths—Pneumonia, 22; pulmonary abscess, 1; gangrene of lungs, 1; edema of lungs, 1.

Puerperal State, 3 deaths—Eclampsia, 1; toxemia, 1; hemorrhage postpartum, 1.

Skin and Cellular Tissue, 3 deaths—Carbuncle of neck, 1; senile gangrene, 1; gangrene of leg, 1.

Sensit, 2 deaths—(No contributing causes given.)

External Causes, 42 deaths—Accidental, 30; auto accident, 12; drowning, 4; gun-shot wound, 4; railroad accident, 3; skull fracture, 1; crushing injury, 1; fall, 1; boiler explosion, 1; carbon monoxide poisoning, 1; gas poisoning, 1; injury to spine, 1. **Suicide**, 12.

OPPORTUNITY

If you have made insurance your life work,
let us help you make your life work a success

THE PROVIDENT LIFE AND ACCIDENT INSURANCE COMPANY OF CHATTANOOGA TENN. FOUNDED IN 1887

Ordinary Life Insurance
Group Disability and
Group Life Insurance
Accident and Health
Insurance

On the Commercial, Monthly
Premium and Pay-Order In-
stallment Plans

Automobile Accident
Insurance

Dominant!!
In our twenty-one States
in the
Health and Accident
Field



BROKERAGE BUSINESS HAS ATTENDANT EVILS

Leads to Unethical and Disloyal Practices by Agents in Some Cases

IS A VALUABLE SERVICE

But Substandard Writing Should Be Allowed to Progress Along Natural and Leisurely Lines

NEW YORK, Sept. 2.—Life insurance agents and brokerage offices seem to be rampant for brokerage business, at least, in the east and the south. A news story appearing in the Aug. 7 edition of THE NATIONAL UNDERWRITER described in some detail conditions prevailing in Richmond, Va., which have come to light by reason of considerable discussion in an informal conference of Virginia general agents.

From New York and Birmingham comes another interesting bit of well authenticated gossip. A certain general agent was unable to place a line of \$30,000 in his own company because of an outstanding record of an impairment. The company could not, or would not, disclose the nature of the impairment. Learning that a large New York brokerage office had "inside dope" on impairment records of a number of persons in all sections of the United States, the general agent pocketed his application, boarded the train for New York, and sought the office in question. He found that he could not obtain any reliable information as to his prospect's medical history, but the office did make suggestions for the handling of the business. It was offered on bona fide applications to four companies simultaneously.

Much Brokerage Business

A prominent life agent in Atlanta was asked recently about the situation there. He replied that practically every general agent and manager in the city, which is a leading life insurance center in the south, is accepting brokerage business. Contrary to the plan followed by some of the more aggressive offices in Richmond, the Atlanta general agents, so far as is known, are not paying any renewal commissions on brokerage business, though the same abuses complained of in Richmond are said to exist in Atlanta. Chief among these is the handling by unscrupulous agents of good standard business outside of their own offices, in order to obtain cash commissions, rather than have the commissions credited against their advance accounts.

Seek to Place Business

The secretary of a southern company, which confines its business to a few states in that section, relates that agents of other companies not infrequently call him over long distance telephone and offer him brokerage business. Desiring to protect his company's agents, the secretary insists that all brokerage business shall be submitted through the company's own agents. He said that if he did not follow this rule, agents of other companies would slip through prospects who had been approached by his own agents. This company is not particularly keen about accepting brokerage, but will do so as a matter of accommodation, if the business is acceptable to its underwriting department.

Agents Submit Applications

Some few companies, including a few of the larger and more prominent ones, do not write brokerage business. It is comparatively easy, however, to submit

business to them which is really brokerage, if their agents are willing to fill up and sign the applications as a matter of accommodation to their friends who represent other companies. The salvage in commission, particularly if the application is a nice, juicy one, plus the renewals on the business, is enough sometimes to tempt an agent who draws no very fine distinctions between what is pure loyalty and what is not.

Undoubtedly the rapid development in sub-standard writing, which has occurred in recent years has created a larger demand for brokerage facilities, because the companies have no uniform rules about substandard. Indeed, they are by no means in full accord in their treatment of standard risks. Unless there is a tendency to standardize sub-standard underwriting rules, this demand will grow.

Was Service to Agents

The liberalization in insuring under-average lives was not primarily due to a desire to write larger volume, but in most cases was actuated by a sincere wish to help the agents of the company by salvaging such business as could be taken on with a reasonable degree of safety. Few reputable companies really want under average business. It is almost axiomatic in all lines of insurance that the higher the premium, the less desirable the risk.

All life insurance men will recall a storm of protest which broke a few years ago when a well known western company advertised that it would allow agents of other companies to qualify for attendance at its agency conventions, if they produced the requisite minimum of business. The company has been very active in writing sub-standard.

Danger Is Seen

More conservative life insurance men see a danger in encouraging the production of sub-standard risks. There is a need for this kind of service, or insurance would be denied to a large number of persons who need it, but the process of extending the service of life insurance, in their opinion, should not be of such nature that it will tend to demoralize the whole business, and break down ethical standards which have gradually been erected since the sensational days of 1906-1907, when the whole institution of life insurance was brought into the limelight by the New York investigation. They prefer a gradual, healthy expansion, leisurely enough to give the companies and their branch offices opportunity to adjust themselves to the increasing demand.

Cash Value of Life Insurance Interviews

HOW many people would you interview every day if you were paid \$3.50 per interview?

Wouldn't that make you put in more time face-to-face with prospects?

Analyses have shown conclusively that the cash value of bona fide interviews is from \$3.00 to \$5.00.

You can make your income just what you want it. Why not let four interviews a day be your minimum?—Edward A. Woods.

Equitable Life & Casualty's Plans

Negotiations are still under way between the Equitable Life & Casualty of Chicago and the International Life & Trust of Moline, Ill., in regard to the merger plans which became public a few weeks ago. A meeting will be held in Moline in September at which time future plans will be discussed.

H. G. Hewitt, manager of the life department of Cravens, Dargan & Co., Houston, Tex., has returned from Minneapolis with his family after several weeks' vacation.

Manager—Have you proved those ratios I referred to you yesterday? Clerk—Proved is a strong word, sir, but I have examined them sufficiently to regard them as highly probable.



"Eliminate waste to assure abundance"

—COOLIDGE

IN President Coolidge's inaugural address, every life insurance man must have recognized in his appeal for economy and conservation, the very sentiments underlying the whole structure of Life Insurance.

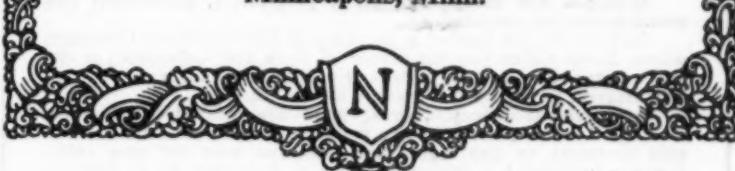
Life Insurance provides the best method for carrying out of his plea for thrift.

The Northwestern National Life is a strong mutual legal reserve company supplying a wide range of insurance service to meet every demand.

Opportunities for direct agency contracts are open in Southern Indiana, Southern Illinois, Missouri, Kansas, Arkansas, Utah, Pennsylvania, Eastern Tennessee, Louisiana and Virginia.

NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

Minneapolis, Minn.



GET WITH A LIVE COMPANY

That's progressive, full of pep and does things for its Agents and Policyholders like the great

BANKERS LIFE COMPANY OF IOWA

The most popular company in the field today—with the fastest selling policies ever offered—and backed by an Agency force that's breaking all records.

FOR FULL TIME MEN WE OFFER—

- 1—Free Schooling starting soon.
- 2—Free Circularizing.
- 3—High grade premium notes handled.
- 4—Advances against commissions on high grade premium notes.
- 5—A Line of Special Estate and Income Contract Unsurpassed.
- 6—Rate Book illustrations that help you sell and sell big.
- 7—Preferred disability for professional men and executives that is written by no other Company.
- 8—Regular Disability and Double Indemnity.
- 9—Preferred Risk Rating and Class A, B and C Ratings.
- 10—Covering the entire field as no other Company covers it.
- 11—Monthly Saving plan for employees in groups of five or more.
- 12—Other helps such as no other Agency offers you and backed by a live General Agency Staff.
- 13—if you want to sell the best and most popular Estate Contracts in the Field—Join the Chicago "I WILL" Agency.

Brokerage Business Handled

De FOREST BOWMAN AGENCY MANAGER

BANKERS LIFE COMPANY OF IOWA

80 E. Jackson Blvd.

Phone Harrison 8054

Suite 637-649



COMPLETE COVERAGE FROM A SINGLE SOURCE

Life Health Accident
Life Policies—Disability Policies—Accident
Policies

Sub-Standard Standard Super-Standard

One Company
40 Popular Life Forms

One Correspondent
7 H & A and Auto Injury Forms

One Contract
Group Protection

WE WANT REPRESENTATIVES in Ohio, Indiana, Kentucky, Michigan, Pennsylvania, West Virginia, Texas, Oklahoma, California.

TELL IT ALL in your first letter—your confidence will be duly respected pending your decision to accept or reject.

THE OHIO STATE LIFE INSURANCE COMPANY
COLUMBUS, OHIO

IN MICHIGAN

First—Banking
Second—Automobiles
Third—Insurance

That is the standing of the three foremost commercial enterprises operating for the business and industrial advancement of Michigan. The position of the insurance business in Michigan's commercial activity may not be generally recognized.

Michigan has many high class, progressive, substantial and sound-principled corporations.

Included in this number is the Detroit Life Insurance Company, whose Home Office (on the corner of Park and Columbia), is the headquarters for the most loyal and energetic life insurance agency organization to be found anywhere in the State.

Any general agency desiring good life insurance affiliations which will assure prompt service from the Home Office, and reasonable contracts, or any high class part time man not now satisfactorily associated, is invited to write to President M. E. O'Brien, or his assistant, Homer Guck, 2210 Park Avenue, for further information.

Detroit Life Insurance Company
Detroit, Michigan

CAN YOU QUALIFY

For a General Agency proposition in Missouri, Minnesota or South Dakota, with a Company which gives real service to its Agency force, and under direct Home Office connection.

Des Moines Life and Annuity Co.
"The Company of Co-operation"

DES MOINES - - - - IOWA

MUTUAL LIFE OF ILLINOIS

HOME OFFICE
SPRINGFIELD, ILLINOIS
An Old Line Legal Reserve Life Insurance Company

A Company of Service

Service to Policy Holders

Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State

Lies Up-to-Date Policies

Ordinary Life

Limited Payment and Endowments

H. B. HILL, President

N. H. WALT, Vice-Pres. and Agency Director

JAS. FAIRLIE Vice-Pres. and Actuary DR. J. R. NEAL, Sec.

Service to Agents

Service to the Public

A few good openings for good live producers in Illinois. Correspondence Invited.

Correspondence Invited.

DR. J. R. NEAL, Sec.

MENTIONED FOR HIGH OFFICE

E. B. Hamlin and W. B. Furey Are Spoken for National Life Underwriters Association Presidency

NEW YORK, Sept. 3.—E. B. Hamlin of the Cleveland agency of the National Life of Vermont and William B. Furey, general agent at Pittsburgh for the Berkshire Life, are being mentioned for the presidency of the National Association of Life Underwriters. Mr. Furey has long been an active worker in the organization and last year it was reported he would have secured the presidential nomination had he been willing to accept it, which because of pressure of other interests he was unable to do.

TRAVELERS ANNOUNCES LOWER LIFE RATES

(CONTINUED FROM PAGE 3)

surance man who does not care to study up and compare net cost on participating companies.

It is well known that the Travelers is making a strong drive for business in both New York City and Chicago. The guaranteed rate makes a strong appeal in these centers. The Travelers has appointed a number of general agencies in powerful general insurance firms. For instance in Chicago some of the important fire and casualty insurance agencies which are producing good volume of life business for the Travelers are Moore, Case, Lyman & Hubbard; Critchell, Miller, Whitney & Barbour; Marsh & McClellan; Bowes, Rogers, Tansill & Welch; and Fred S. James & Co.

The Aetna, the Connecticut General and many of the other non-participating companies are also lining up this class of agency. The remarkable growth of the Travelers in the production of life insurance, brought forcibly before the public eye by the record in June of writing \$168,000,000 of new business, will probably show even greater acceleration under the new rates.

Competition Over-Estimated

Too much emphasis can be placed upon competition in life insurance, however, in the opinion of many life insurance men, including those who are able to offer very low net cost. They state that even in the cities not more than one case out of seven is written in competition. The general public has a very friendly feeling towards life insurance. It knows that the life companies live up to their policy contracts and very little comparison of rates is made. It has confidence in state supervision and believes that any legal reserve life company's contract is a good "buy."

Travelers Program

Vice-President J. L. Howard's letter announcing the new program to the field force reads as follows:

1. New Premium Rates

"The new program provides as a whole the lowest guaranteed life premium rates of any American company. No company grants consistently lower rates on regular forms. The reduction in Travelers rates is greatest at the older ages.

2. New Life Manuals

"The new loose leaf manual contains a

statement of the company's rules and practices, and a description of the leading features of the policy forms and all surrender values, as well as a few premium rates for forms not frequently used. A vest pocket rate book so arranged as to slip into a pocket in the cover of the loose leaf manual contains all the premium rates on the principal forms.

3. New Policy Contracts

"Distinctly new policy contracts will be issued with the new program. The principal changes are the elimination of the instalment options and amplification of permanent total disability provisions. The new program does not contemplate the issuance of policies which by their terms are payable in instalments, but ample provision is made for instalment payments of various kinds, and to suit individual needs, by the operation of the Travelers trust agreements.

4. New Disability Provisions

"An investigation of our claim experience under the disability provision has convinced us that the rates heretofore charged are inadequate for the benefits granted and that our efforts to eliminate all question of prognosis in order that claims might be settled on the basis of actual fact have not proved entirely successful.

"In order to meet this situation a new clause has been prepared, which is designated as Disability Provision A, copy of which (as it appears in the Ordinary Life form) will be found appended to this letter. This provides in the event of permanent total disability incurred before age 65 for waiver of all premiums from the commencement of such disability and for the payment of a monthly income of \$10 per thousand of insurance for each completed month of such disability. It provides further: 'that in a case not susceptible of proof of permanency when claim is presented, thereafter the insured has been wholly disabled by bodily injuries or disease and has been prevented thereby from engaging in any occupation or employment for wage or profit for a period of not less than three consecutive months,' the benefits provided by the clause will be granted from the commencement of such disability and during its continuance.

Another Clause at Old Rate

"Because of the increase in the rate for the above provision it has been decided to issue for the present a less liberal disability provision at the rates heretofore charged for Disability Provision No. 1.

"This will be designated as Disability Provision B, a copy of which will be found appended to this letter. It will provide for benefits in the event of total disability incurred before age 60 after such total disability shall have continued for three or more consecutive months. The benefits comprise the waiver of all premiums from commencement of such disability and a disability income of \$10 per month per thousand for each completed month after receipt of proof that such total disability has existed for three months or more, but no disability income will be paid for any period of disability which preceded receipt of proof, nor in any event will disability income be payable for the first three months of disability.

"Disability provisions A and B will be limited to \$50,000 of life insurance with premium waiver of corresponding nature for the balance of the amount of insurance under any contract in excess of \$50,000.

"Except as set forth in the preceding paragraph, there will be no 'premium waiver only' disability provision with benefits under the conditions expressed in Disability Provision B.

"Where a contract is issued with premium waiver only in event of permanent total disability (new Disability Provision C) the benefits will be allowed under the conditions expressed in Disability Provision A.

"While the new disability provision A will be considered in connection with all contracts other than joint and term, but

including the five year automatic conversion contract, disability provision B will be issued only in connection with the following forms: Whole life, limited life, life expectancy, guaranteed endowment additions, insurance with premiums payable to age 60, five year automatic conversion.

The 10-year non-renewable term will be issued without disability provision or with disability provision for waiver of premium only. No disability provision will be issued with other term forms.

5. G. E. A. Contract

Since the announcement of the 20 payment guaranteed increasing life contract it has been found that this contract and the older guaranteed endowment additions contract have been sold in virtually equal numbers. In the new program the 20 payment guaranteed increasing life contract has been withdrawn and the G. E. A. contract continued with certain modifications to secure the advantages of both contracts in one form.

6. Premium Reduction Contracts

A change has been made under the premium reduction form which results in an increase in the amount of paid insurance additions and which we believe will render this contract even more valuable than heretofore.

7. Endowments to Given Age

The company has withdrawn the form of contract commonly known as "insurance to age—with monthly life income thereafter," and in the new program has quoted rates for endowments maturing at ages 50, 55, 60, 65 and 70, and the monthly life income settlement at maturity can be provided by a trust agreement in accordance with the company's rules for trust agreements.

8. Substandard Business

While there will be no departure from principle in handling substandard business under the new program, there will be found a slight reduction at the younger ages in the substandard extra premium rates. In substandard contracts the values will be standard values as of an increased age. In the table of substandard extra premiums the manual will indicate the advance in age that is the equivalent of the substandard extra, and the values in the contract will be the standard values of the advanced age. This, we believe, will be of considerable convenience to the field in that for a given rating the amount of extra premium can at once be determined and also the surrender values consistent therewith.

9. Delayed Applications

From Sept. 15 to Oct. 15, but not thereafter, special consideration will be given to applications on which, either because of mailing distance or other delay, action at the home office cannot be taken until after the new program has become effective. Policies will be issued on the new forms and at new rates where the applications call for no disability provision or where the case is approved without disability provision. Applications calling for disability provision No. 1 and applications for term insurance calling for disability provisions not included in the new program, will if approved be issued on old forms at old rates."

The new disability clauses in full are as follows:

CLAUSE A

Upon due proof that since the payment of the initial premium upon this contract, before a default in the payment of any subsequent premium, and before the anniversary of this contract nearest the sixtieth anniversary of the date of birth, the insured has become wholly disabled by bodily injuries or disease and will be continuously and wholly prevented thereby for life from engaging in any occupation or employment for wage or profit, the company will waive the payment of any premiums which may fall due on this contract during such disability and will pay for each completed month from the commencement of such disability and during its continuance the disability income stated on the first page of

this contract. Provided that in a case not susceptible of proof of permanency when claim is presented, then after the insured has been wholly disabled by bodily injuries or disease and has been prevented thereby from engaging in any occupation or employment for wage or profit for a period of not less than three consecutive months, upon due proof thereof the company will grant the aforesaid benefits from the commencement of such disability and during its continuance. The premiums so waived and the disability income so paid will not be deducted in any settlement hereunder.

Upon proof of such disability occurring after the anniversary of this contract nearest the sixty-fifth anniversary of the date of birth, the company will allow all premiums falling due thereafter during such disability to accumulate without interest as an indebtedness hereunder.

The values in the table on page 2 shall increase during such disability in the same manner as if the premiums were being paid by the insured.

Independently of all other causes the company will consider as permanent total disability the entire and irrecoverable loss of the sight of both eyes, or of the use of both hands or of both feet, or of one hand and one foot.

Failure to pay any renewal premium due under this contract during total disability which terminates in death will not be held to be a default, and if upon presentation of a valid death claim hereunder it shall appear that such disability occurred before the anniversary of the contract nearest the sixty-fifth anniversary of the date of birth and existed for a continuous period of not less than one month, the benefits herein described will be paid to the executors, administrators or assigns of the insured.

Upon written request signed by the insured and upon return of this contract for proper indorsement, the company will annul this provision and thereafter the premium shall be reduced by the amount charged for these benefits.

In any event any premiums payable after the anniversary of this contract nearest the sixty-fifth anniversary of the date of birth of the insured shall be so reduced.

CLAUSE B

Upon due proof submitted during the continuance of this contract in a claim for benefits under this provision that since payment of the initial premium, before a default in the payment of any subsequent premium, and before the anniversary of this contract nearest the sixtieth anniversary of the date of birth, the insured has become wholly disabled by bodily injuries or disease and has been continuously and wholly prevented thereby for three or more consecutive months from engaging in any occupation or employment for wage or profit, the company will waive the payments of any premiums which may fall due on this contract from the commencement of and during such disability and will pay to the insured for each completed month after receipt of proof of such disability and during its further continuance the disability income stated on the first page of this contract, but no disability income will be paid for any period of disability which preceded receipt of such proof. The premiums so waived and the disability income so paid will not be deducted in any settlement hereunder.

Upon proof of permanent total disability, as set forth in paragraph one hereof, occurring after the anniversary of this contract nearest the sixtieth anniversary of the date of birth, the company will allow all premiums falling due thereafter during such disability to accumulate without interest as an indebtedness hereunder.

The values in the table on page 2 shall increase during permanent total disability in the same manner as if the premiums were being paid by the insured.

Independently of all other causes, the company will consider as permanent total disability the entire and irrecoverable loss of the sight of both eyes, or of the use of both hands or of both feet, or of one hand and one foot.

Failure to pay any renewal premium due under this contract during total disability which terminates in death will not be held to be a default.

Upon written request signed by the insured and upon return of this contract for proper indorsement, the company will annul this provision and thereafter the premium shall be reduced by the amount charged for these benefits.

In any event any premiums payable after the anniversary of this contract nearest the sixtieth anniversary of the date of birth of the insured shall be so reduced.

PUBLIC LIFE INSURANCE COMPANY

An Illinois Company

Capital \$500,000

Brokers' Business Solicited

Any amount up to \$100,000.00

No Color Line. Same Rates for All Male and Female

Standard and Substandard Business Accepted

Service You Can Depend Upon

Agency Office—108 S. La Salle St.

Chicago, Ill.



OPPORTUNITY

Continental Agents KNOW
WHAT IT MEANS

Continental Assurance Company

910 S. Michigan Ave.

Chicago

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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"Vigorously Protests Such Methods"

THE NATIONAL ASSOCIATION OF LIFE UNDERWRITERS is the monument on the grave of the broken-down brother-in-law. It is built on the foundation principle that life insurance is a service, not a graft. It proclaims to the world that the man who does the selling is the one who should get the commission. It opposes the appointment of nominal agents to intercept commissions.

The plan of the association to have members purchase books and other publications through the National headquarters so as to give the association the commission would seem in opposition to what it insists on as ethical in life insurance. After the publisher's agent has made a sale, the buyer is asked to say, "This is all right, but I want the commission to go to a friend of mine, the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS. It has been ap-

pointed as an agent and I will send my order through the association."

At the national convention in Los Angeles last year the executive committee, of which EDWARD A. Woods was chairman, appointed a special committee to draw up a protest against the action of PRINCETON UNIVERSITY in having life insurance on graduates placed through an employee of the graduate council. Even before the convention President GRAHAM C. WELLS had addressed a sizzling letter to the graduate council, saying that though the amount involved was trifling, the principle was of the utmost importance. The special committee reported a resolution, which was adopted by the convention, in which it was stated the National Association "in thirty-fifth convention assembled, vigorously protests against such methods." Are circumstances different now?

Sees Big Trade Volume

LIFE insurance men are tremendously interested in the prediction made by ARTHUR REYNOLDS, president of the CONTINENTAL & COMMERCIAL NATIONAL BANK of Chicago, one of the large financial institutions of the country, in which he sees the biggest trade volume since the war during the coming autumn. Mr. REYNOLDS is one of the astute observers along financial lines. In speaking of the prospects for the fall months, Mr. REYNOLDS says:

"While profits may be a little smaller, all indications now point to the biggest volume of general business that has been transacted in the United States since the war. Business in nearly all lines is good, there is little unemployment, and the farmers are in a more prosperous condition than they have been for several

years. Sunshine and rain, together with their own labor, have practically worked out their financial troubles without any of the legislative or other panaceas that were suggested for their aid. With the marketing of the splendid crops this year they may be counted upon to resume buying on an increased scale in the markets of the country. This will prove a powerful stimulus to trade and industry.

"Coupled with the improvement in the agricultural situation we have a sound financial and credit foundation in America today which augurs well for continued prosperity. In addition to being optimistic about business for the fall, I cannot see anything in the financial horizon which does not indicate good business for some time to come."

Watching the Prospect

Few men like to feel that they are being forced to do something. It is human nature to want to believe that the thing that is done is done voluntarily. Therefore the wise salesman puts the prospect into the position of making up his own mind, and deciding for himself that he wants the policy. This point is sometimes overlooked by the salesman who tries to "sandbag" the prospect by one selling argument right after another. He may place some policies by such high pressure methods, but the chances are that he will also lose a good many. He does not give the average prospect time to get from one selling point to another.

The salesman who understands the

psychology of selling does not try to overwhelm his prospect in any such manner. He does not force him. Instead of following one argument with another, he allows time for the prospect to grasp the force of each point he has made. He gives his prospect time to think for himself, and make up his mind. He allows some intervals for this purpose but is careful to avoid an appearance of hesitation or lack of connection. He watches his prospect carefully and gives further arguments as he thinks them necessary without crowding the prospect on the one hand or letting him grow too cold on the other and helps him come to the right decision.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

William Holman Jennings, who has been blind for five years, has joined the sales staff of Diggs & Cary, general agents at Richmond, Va., for the Penn Mutual. He lost his sight in 1920 when he suffered an attack of influenza. He is a lawyer by profession and has practiced in Nebraska and California. After losing his sight he began selling law books and was engaged in this work until he decided to become a life insurance agent. He is believed to be the first blind man in Virginia to undertake this class of work. In his work he is accompanied by a boy who acts as guide. He is endowed with an excellent memory. This, it is believed, will stand him in good stead in determining rates applicable to prospects. He hopes to memorize them as far as it is possible to do so. He is a graduate in law of the University of Virginia.

Kenilworth H. Mathus, advertising manager of the United Life & Accident, has joined the department of publicity and sales promotion of the Connecticut Mutual Life. He goes to the Connecticut Mutual with a well rounded experience in advertising and life insurance sales promotion work. He served at one time on the field force of the Penn Mutual Life. He has recently been connected with the United Life of Concord, N. H., where he has had charge of conservation work, advertising and sales promotion activities.

The Guardian Life of New York prints in its agency bulletin one of the last snap-shots taken of William Jennings Bryan in which H. V. Keith, Jr., appears. Mr. Keith is son of the Guardian Life's manager at Chattanooga, Tenn. Harold Keith is six feet two inches high and plays left guard on the "Tennessee Prep" foot ball team. His classmate and particular chum is a grandson of Mr. Bryan. Mr. Bryan, during the time he was at Dayton, Tenn., in connection with the Scopes trial, visited Chattanooga and made it a point to meet young Keith. The weather was excessively hot. Keith, Jr., offered to drive Mr. Bryan back to Dayton by automobile, a courtesy that Mr. Bryan accepted.

Calvin F. Troupe, of the Baltimore agency of the Mutual Life of New York, was married recently to Mrs. Lillian K. Depkin of that city. Mr. Troupe has long been one of the big producers for the Mutual Life. He once wrote the largest amount of business in the world in one year. One of his sons who is also connected with the Baltimore agency of the Mutual Life ranks in the \$250,000 class.

The Minnesota Mutual Life agents have set aside September in honor of Harold J. Cummings, assistant manager of agents, one of the high powered agency men of the country, a man with a remarkable personality, indomitable energy and the finest kind of spirit. Mr. Cummings went with the Minnesota Mutual in 1921 and has worked himself up to a position prominent in the company. He has written much of the literature used by agents and has devised



HAROLD J. CUMMINGS
Assistant Agency Manager Minnesota Life

many helpful plans for the men in the field. He served as lecturer in the recent school of life insurance salesmanship in Chicago.

A. R. Campbell has been made assistant counsel at the head office of the Bankers Life of Des Moines. He joined the company early last year following his graduation from Harvard Law School. Before entering Harvard he attended the Washington School of Finance and Commerce at the University of Pennsylvania. He also attended the University of Iowa for a year. He is native of the state.

If you give the best that's in you to the job you undertake;
If you tackle it in earnest and do no sham or fake;
If you use what God has given you, in your work or in your play;
You're going to put things over, men, as is the only way.

Don't try to kid yourselves and say
"Conditions are not right."
It's not "conditions"; it's just you. Wake
up; begin to fight.
"Over the Alps lies Italy"—Napoleon had
an aim;
He conquered ice and mountain peaks
and gained immortal fame.

Washington at Valley Forge was up
against it right;
His men were hungry, poorly clad, and
in a sorry plight;
But their hearts were strong, and rare
carried on with a courage grim and rare;
In the dead of the night they made their
fight; they crossed the Delaware.

Men are today, as they've always been,
they love to strive and win.
Fighters in war, fighters in peace, if
spirit all are kin.
Address yourselves to the tasks in hand;
don't sulk and bewail your lot;
You can do the things you're trying to
do; just give it the best you've got.
Minor Morton, Agency Director
Atlas Life.

LIFE COMPANIES' SEMI-ANNUAL STATEMENTS

(As Filed With the Governor of Georgia)

Name	Assets	Net Surplus	Income	Disbursements
Connecticut Mutual Life	\$123,629,444	\$3,689	\$13,429,509	\$7,519,577
Georgia Mutual, Ind. Life	26,400	86,660	87,000	5,068,112
Guardian Life, N. Y.	47,677,414	1,418,148	6,289,775	2,976,171
Ind. L. & H. Ga.	632,916	410,516	2,976,171	1,434,171
Life & Casualty	4,613,958	1,242,662	3,348,268	1,827,671
Mutual Life, N. Y.	727,902,372	124,677,972*	82,847,933	69,223,444
N. W. Mutual Life	655,066,791	1,008,487	68,409,005	47,064,171
Pacific Mutual Life	98,975,335	7,370,281	13,627,697	8,827,671
Reserve Loan Life	8,199,127	612,201	1,008,487	731,625
State Life, Ind.	34,317,555	1,425,662	4,202,241	3,527,352

*All other liabilities.

LIFE AGENCY CHANGES

CHANGES OF PHOENIX MUTUAL

New Managers Are Appointed for San Francisco, Toledo and Binghamton Territories of Company

The Phoenix Mutual Life has appointed Clarence W. Peterson of Seattle manager of its San Francisco office. Mr. Peterson is a westerner and graduated from Washington State college in 1920. His college course was interrupted by service in the army and after his return to college he began as a part-time agent for the Phoenix Mutual, giving full time to life insurance after his graduation.

James G. Dunne has been appointed manager at Toledo, O. He became connected with this company at its Detroit agency in 1919 after some experience in other lines of salesmanship and managerial work. For several years he has been assistant manager at Detroit.

Theodore J. Lainhart has been appointed district manager at Binghamton, N. Y. He has been connected with the company through its Albany agency for nine years.

WITH JEFFERSON STANDARD

S. Lester Guinn of the State Life Becomes Manager of the Colorado Branch Office

S. Lester Guinn has been made manager of the Colorado branch office of the Jefferson Standard Life and has taken offices in the Capitol Hill State Bank building. Before going with the Jefferson he was Colorado state agent for the State Life of Indiana and previous to that was general agent for the State Life at Lubbock, Tex. Mr. Guinn is a large personal producer and during his first month with the Jefferson Standard wrote more personal business than any other agent in the 26 states in which it operates.

FEDERAL CHANGES ON COAST

Runner-Oshier Company Announced As Manager for San Francisco District

Isaac Miller Hamilton, president of the Federal Life of Chicago, who has been in San Francisco for the past 10 days, has announced the appointment of the Runner-Oshier Company as managers for the company in the San Francisco district, which comprises the 10 Bay counties. The Runner-Oshier Company is composed of L. O. Runner, who has been with the company in Chicago for several years past, and R. B. Oshier, who has been manager of the non-cancellable accident and health department in the San Francisco office. J. E. Herrin, who has been manager of the San Francisco district office, has developed into a large personal producer and will hereafter devote his entire time to the production of business. The Federal Life is removing its San Francisco headquarters from the Pacific building to more spacious quarters in the Alaska Commercial building.

Homer A. Davis

Homer A. Davis has associated himself with the Hackleman & Shields Agency of the Massachusetts Mutual Life, Indianapolis, Ind. Mr. Davis will handle life insurance in connection with his accident, casualty and fire insurance business.

Ray T. Blampied

Ray T. Blampied has been appointed general agent of the Idaho State Life for the Oregon coast with his headquarters at Portland. Mr. Blampied has been Oregon general agent for the Omaha Life and was at one time vice-president

JUST TWENTY YEARS AGO

The first Lincoln National Life policy was issued on September 1, 1905—just twenty years ago.

At the end of that year, December 31, 1905, the new company's first annual statement showed a little over One-Half Million Dollars of insurance in force. Its total assets were 116 Thousands of Dollars.

On September 1, 1925—after 20 years of business—The Lincoln National Life has more than 375 Millions of Dollars of Insurance in force. Its assets are 28 Millions of Dollars.

High ideals of service, an intimate knowledge of field problems and an organization equipped to dispatch business are reasons for this remarkable growth.

And reasons why it pays to

LINK UP WITH THE LINCOLN

The

Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

More Than \$375,000,000 in Force



A Record of Service

The year 1925 marks the seventy-fourth anniversary of the Massachusetts Mutual Life Insurance Company. Ever since 1851 this Company has furnished unexcelled life insurance protection at a low net cost and has maintained its record of unwavering loyalty to its policyholders. The years have brought wonderful growth and prosperity. To-day, as in the past, the whole personnel of the Company is imbued with the spirit of service, a spirit that permeates the entire activity of the organization.

JOSEPH C. BEHAN, Superintendent of Agencies

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

OF SPRINGFIELD, MASSACHUSETTS
INCORPORATED IN 1851

52.4%

of the new business issued by The Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, in 1924 was upon applications of members previously insured in the Company.

**The
Policyholders'
Company**



Once a Policyholder—Always a Prospect.

THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY
MILWAUKEE, WISCONSIN

W. D. Van Dyke, President

G E O R G I A

NOW OPEN

For local and district agents contract

write to

FRANCIS L. BROWN, Secretary and Manager

ROCKFORD LIFE

ROCKFORD, ILLINOIS

and agency manager of a company. He has been in the life insurance business 18 years, and has been a prominent underwriter in the northwest, his production in several years having been \$1,000,000.

Ray Assistant Manager

Joseph W. Ray, field assistant of the Travelers life and accident department at Columbus, O., has been made assistant manager, according to announcement made by Manager Thomas B. Fulmer, who has in his territory central and southeastern Ohio.

Missouri State Appointments

H. W. Ramsey, formerly agency instructor for the Missouri State Life, has been appointed general agent for the Continental Life of St. Louis. He will operate in St. Louis and specialize in large lines of business insurance.

Other appointments announced by the Continental Life are Frank M. Link as

general agent at Springfield, Ill.; Reynolds Smith of Detroit, Mich., as general agent for Tampa and Jacksonville, Fla., associated with A. D. Dawson and Walter Smith, who have been prominent in Detroit insurance affairs. Mr. Link has represented leading life insurance companies in the Springfield, Ill., district for many years.

J. E. Bragdon

J. E. Bragdon, for 29 years associated with the Northwestern Mutual Life, has become district agent in Black Hawk and part of Butler county, with headquarters at Waterloo, Iowa, and C. C. Linder, formerly associated with Mr. Bragdon continues as special agent.

T. C. Marshall

The Atlantic Life has opened a branch office in Houston, Tex. T. C. Marshall is general agent for the district. This is the third office the Atlantic has opened in Texas recently. Plans are being laid for planting three more agencies in the state, it is said.

John Bragg

John Bragg has been appointed Oklahoma City agency manager for the Marmaduke Corbyn agency of the Central States Life and will assume charge as soon as he completes the course in life insurance salesmanship being conducted under the auspices of the Oklahoma Association of Life Underwriters. Mr. Bragg is brother of James Elton Bragg, now vice-president of the Manhattan Life, who conducted a similar school at Norman, Okla., a couple of years ago.

E. R. Horne

E. R. Horne has been appointed general agent of the International Life in Cincinnati.

H. W. Meyers

H. W. Meyers has been appointed general agent for the Central States Life Insurance Company of St. Louis, Mo., at Chicago, Ill.

Agency Notes

Leo Gray O'Keefe has become an associate in the general agency of the New England Mutual Life of Springfield, Mass.

Ben W. Newell, who has been in the banking business for a number of years, has joined the Mecklem & Parkers general agency of the New England Mutual Life at Portland, Ore.

EASTERN STATES

TO HOLD INSURANCE CLASS

Spring Course Was Success so Y. M. C. A. School Will Be Repeated Under R. J. Williams

The life insurance training course of the United Y. M. C. A. schools of Newark, N. J., will be in charge of Robert J. Williams, one of the leading producers of the C. B. Knight agency of the Union Central Life in New York City. James Elton Bragg, recently elected vice-president of the Manhattan Life, was formerly in charge of these courses. The spring course this year was a decided success, with an enrollment of 162. There are two semesters of 16 weeks each in the regular course, the fall semester beginning Sept. 29.

Mr. Williams is a native of England, and was educated at Manitoba College, Winnipeg. He entered the ministry in Australia. He enlisted as a private in the Australian forces at the outbreak of the war, and won the rank of captain. His average production for the three years he has spent in the life insurance business has been \$500,000 a year.

Expand Life Facilities

Johnson & Higgins, leading New York brokers, are expanding their facilities for handling group life insurance.

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lary allotment and business insurance, and has secured Guernsey Close, formerly connected with the group departments of the Travelers and the John Hancock, to take charge of the business, which will be run in connection with the liability department. According to its custom, Johnson & Higgins will act as brokers only, and will make no attempt to solicit personal life insurance, and no general agency will be taken with any of the life companies. Mr. Close became associated with the Travelers in 1919 as specialist in the group department, giving his attention to the middle west. Last year he joined the John Hancock in a similar capacity working out of the home office. He is about 35 years old.

Mutual Life of Baltimore to Build
Construction of the new million dollar home of the Mutual Life of Maryland, corner of Chase and Charles streets, Baltimore, is expected to begin this fall. The building, which will front on Chase street, will be five stories high. The top floor will be devoted to an assembly

FLORIDA

Ordinary life insurance sales showed a gain of 51% in the first 6 months of 1925 over the same period of 1924; July 1925 94% over July 1924, the volume being \$8,750,000.

Men with clean records who can produce are desired by this Agency.

W. R. LETCHER, General Agent,
Pacific Mutual Life,
Jacksonville, Fla.

TWO EXPERIENCED INSURANCE SALESMEN

To follow up leads for Chicago Agency of well-known old-line Company. Our monthly payment plan a big advantage. Address Room 1522 Republic Bldg., Chicago.



Stephen M. Babbitt
President

Hutchinson, Kansas

Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President
J. BARRY MAHOL, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer
Dr. J. H. IGLEHART, Medical Director

room, cafeteria, rest rooms and other accessories. A bank will occupy half of the first floor and basement fronting on Charles street.

Large columns will be placed along both fronts of the structure. They will be of the Doric style and fluted, 48 feet high and six feet in diameter.

Conservation Award to Cashier

Manager Jack Berlet of the Philadelphia agency of the Guardian Life last

week called in all representatives from southeastern Pennsylvania and southern New Jersey to be present when he made formal presentation on behalf of Vice-President T. Louis Hansen to Cashier Ruth Brown of a silver loving cup and agency banner for conservation of business.

The agency staff will again celebrate Saturday, Sept. 5, with a picnic at the manager's suburban home in Ridley Park, Pa.

IN THE MISSISSIPPI VALLEY

FIELD CLUB MEETS IN FARGO

Agents of Mutual Life of New York in North Dakota and Northwest Minnesota in Convention

The Mutual Life Field Club, composed of representatives of the Mutual Life of New York in North Dakota and northwestern Minnesota, was scheduled to hold its annual convention in Fargo, N. D., this week. Between 40 and 50 officials and agents of the company and their wives were expected to be in attendance.

Morning and afternoon business sessions, a noon picnic lunch and an evening banquet at the Fargo Country Club were on the program. At the banquet L. B. Hanna, former governor of North Dakota, was down for a talk on "Signs of the Times" and George A. Benson of the Fargo "Forum" was also to speak.

Speakers for the business sessions and their subjects were: Hiram T. Lewis, Fargo, manager of the territory covered by the club, address of welcome and "Company's New Policies"; O. M. Olson, Fargo, president of Field Club, response to welcome and "Twenty Payment Life"; Dr. A. C. Morris, Fargo, medical referee Mutual Life, "Standard Risks"; C. W. Nelson, Fargo agency cashier, "Office Problems"; S. A. Hamrin, dean of men, Moorhead State Teachers College, "Psychology of Salesmanship"; J. H. Maurer, Fargo, "Ordinary Life"; Carrie Cammerud, Minot, "Twenty Year Endowment"; T. W. Fletcher, Fargo, "Outlining Life Insurance Needs"; W. A. Fleming, Scranton, and J. V. Birder, Park River, "Actual Sale."

At the close of the afternoon session the program included a general discussion on "Meeting Objections" and miscellaneous topics, consideration of Field Club business and election of club officers for the ensuing year.

The retiring officers of the club besides Mr. Olson, were John P. Waters, vice-president; J. H. Maurer, secretary; Carrie Cammerud, treasurer.

Clark Agency School

An intensive three day school of instruction has just been concluded by the H. A. Clark general agency of the Northwestern Mutual Life at Princeton, Ill., for the benefit of 10 or 12 new full time and part time men recently added to Mr. Clark's organization. The plans and subjects for consideration were worked out by Mr. Clark's son, Roger A. Clark, who has been associated with him several years, and consisted of papers on various subjects from the beginning of life insurance history to the details of the various policies written today, as well as instruction in salesmanship.

BUSH SUCCEEDED BY AMBLER

Aged Loan Representative of Northwestern Mutual Has Retired From His Long Service

DES MOINES, IA., Sept. 2.—L. H. Bush, who is 82 years of age and who has been a resident of Des Moines 75 years, has resigned his position as loan agent for the Northwestern Mutual Life after a service of 30 years. Mr. Bush made thousands of loans and none has resulted in loss to the company.

Mr. Bush has also been noted for his loyalty and fidelity in the interest of the Northwestern Mutual Life. He was always on duty. He traveled the state over and over again. He visited many farms in order to make an estimate of their value. No employee could have been more faithful; none could have been better qualified. He is remarkably active, both physically and mentally.

His successor is A. S. Ambler of Kansas City. Mr. Bush will make his headquarters at his old office and will continue to be of service to his old employers whenever an opportunity presents itself.

Wisconsin Agency's Meeting

The E. L. Carson agency of the Equitable Life at Milwaukee held an educational conference at Elkhart Lake, Wis., last week with 110 agents attending. This was 78 percent of the agents, there being 141 working in the state. The district of E. F. Kleinheinz, with headquarters at Marshfield, carried off the honors. That of M. W. Smith of La Crosse was runner-up.

The conference was opened by Mr. Carson. Among the speakers on the program were S. A. Henchie, cashier of the agency; W. G. Fitting, superintendent of agencies at the home office; J. W. Steenis, field assistant at Madison, Wis.; F. N. Croxson, agency manager at Omaha, Neb.; B. J. Spurr, superintendent of agents for Wisconsin, J. J. Hilbe, district manager at St. Cloud, Minn., and several agents and local agents.

The agency in the six weeks from July 1 to Aug. 15 wrote 1,143 applications for \$2,750,000.

Plans Expansion in Nebraska

The Kansas Life is planning a vigorous invasion of Nebraska. Dr. F. H. Scholle, general manager, conferred in Lincoln recently with Charles M. Keefer, state manager for Nebraska, and plans were made for increasing the sales force in that state. Fifteen agents are now working in Nebraska, but Dr. Scholle is of the opinion that the state presents opportunities for production that are not now being taken advantage of.

Insurance to Protect Farm Loans

H. J. Bowell of Merrill, Wis., advocated a plan at a recent meeting of real estate and loan brokers at Madison, Wis., by which farmers would become policyholders as well as borrowers from life companies. The greatest hazard in farm loans, he said, was the possible death of the borrower before the loan was paid and a consequent forced sale of the mortgaged property. Mr. Bowell said that this could be obviated by the farmer taking out a life insurance policy

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MR. AGENT!

Do you care for QUALITY,
not SIZE? Age, Sound Experience,
Low Cost, a Splendid Record for over 67 years?

Then why not take
a General Agency for

**THE ST. LOUIS
MUTUAL LIFE**

OUR AGENTS AND POLICY HOLDERS
STICK! WRITE THE HOME OFFICE

A PROFITABLE PARTNERSHIP
exists between this Company and its agents. The Head Office furnishes a lead service which permits agents to interview prospects known to be interested. A steady, healthy growth in the Company's business is reflected in the increased earnings of its agents.

Fidelity is a low net-cost company operating in forty states. Full level net premium reserve basis. Over Three Hundred Million dollars in force—and growing rapidly.

A few agency openings for the right men.

**FIDELITY MUTUAL LIFE
INSURANCE COMPANY, PHILADELPHIA**
Walter LeMar Talbot, President

8c a week is the cost of The
National Underwriter by
annual subscription.

Empire Mutual Life Insurance Company of the United States

KANSAS CITY, MISSOURI

Life Insurance for a Greater Number

The scope of National Life service is evidenced by the number of applications received from the uninsured which average about 50% of the total. It is further evidenced by the fact that under 40% of the policies becoming claims the insured carried no other insurance.

A National Life Contract offers the opportunity for increased earnings through selling more insurance to more people. Top contracts available in choice territory.

National Life Association, - Des Moines, Iowa



FOUR YEARS YOUNG

Our Business in 1924

Income \$608,000.....	Gain 13+%
Assets over \$1,100,000.....	Gain 25+%
Capital and Surplus over \$358,000	Gain 14+%
Savings in Mortality \$73,000 or ...	66 %



New Home Office Under Construction

**NATIONAL RESERVE
LIFE INS. CO.**

GEO. GODFREY MOORE, President
Topeka, Kansas

THE MUTUAL LIFE

The Mutual Life Insurance Company of New York has a record of EIGHTY-TWO YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as a profession are invited to apply to

**The Mutual Life Insurance Company
of New York**

34 Nassau Street, New York

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.50 The National Underwriter Company, 1923 Insurance Exchange, Chicago.

for the amount of the loan and assigning the policy to the insurance company, thus giving the company the security of both the land and the policy.

Agency Meeting at LaCrosse

James L. Collins, vice-president and superintendent of agencies of the New World Life of Spokane, Wash.; John W. Cadigan, assistant superintendent of agencies, and P. J. Gallagher, chief medical director, were the representative of the home office who attended the regional convention at LaCrosse, Wis., Friday and Saturday. Members of the

field force from Iowa, Illinois and Wisconsin attended the convention. T. F. Keegan, agency supervisor for Wisconsin, had charge of the arrangements. The convention closed with a banquet Saturday evening.

Fargo Agency Wins Honors

The Fargo, N. D., agency of the New York Life won first place in the contest for agency organizers' offices for the highest record in production of new business in the United States and Canada. The contest began Jan. 1 and closed Aug. 15.

IN THE SOUTH AND SOUTHWEST

TO GIVE RELIEF TO FARMERS

Life Insurance Companies Announce Their Willingness to Aid Texas Farmers in Dry Areas

DALLAS, TEX., Sept. 2.—Life insurance companies have announced they will lend their aid to assist the farmers and business men in the drought stricken area of Texas. A large amount of life insurance premiums will fall due in this district about Oct. 1 or Nov. 1 and in many cases the policyholders will be unable to meet payments. The companies announce they will extend these payments and distribute the notes over a period of months which will enable the insured to carry his policies on until another crop can be made.

The companies have also announced they will do what they can toward relieving the situation caused by the announcement of the Federal Farm Loan Bank that it will not carry over loans made on farms. These loans, and there are many of them, will mature shortly. If they are not paid the farms may be taken over by the land bank. The insurance companies have announced they will urge farmers carrying insurance with them to borrow money on the policies at a very low rate and liquidate the land notes due, or if suitable arrangements could be made, would take the burden of the loans from the banks.

There are some 45 counties in the drought stricken district. They lie in central, southwest and south Texas and include some of the larger cities and the best farming districts of the state.

Insurance Books for Library

Action of the library committee of the Richmond, Va., Association of Life Underwriters in presenting the Richmond public library with a number of volumes forming the nucleus of an insurance library has aroused great interest, inquiries having been received from various parts of the country as to the list of books furnished the library and other details. One inquiry came from the San Francisco association, which is understood to be contemplating establishing a similar library in that city.

In addition to current works on life insurance, the Richmond association has completed the collection of reports of several states, including New York and Massachusetts. Most of the reports of Life Insurance Presidents have also been supplied. The Richmond library now consists of some 125 volumes. It is hoped to increase these to at least 200 before very long.

Commissioner Scott Retires

John M. Scott, whose term as commissioner of insurance of Texas expired Sept. 1, is to continue in office until early in October when he will retire to resume the practice of law in his home city of Ft. Worth, it was learned at the capitol last week. Governor Miriam A. Ferguson has not yet announced who she will appoint to succeed Judge Scott, who has served as commissioner since the department of banking and insurance was created by legislative enactment.

BANK BOOSTING INSURANCE

Atlantic National Bank of Jacksonville, Fla., in Its Advertising Features Protection of One's Family

Life insurance men of Jacksonville, Fla., are commanding the advertising done by the Atlantic National Bank of that city, which is featuring life insurance. It quotes Calvin Coolidge in an advertisement headed, "President Coolidge Adds to His Advice on Thrift." President Coolidge said, "So far as I have observed, there is nothing that can quite serve as a substitute for life insurance. It is used as a guarantee of one's family, one's estate, one's own future, and one's creditors." The Atlantic National Bank then gives the following comment on President Coolidge's observations:

"The President summarizes the advantages of life insurance forcefully:

"It will guarantee the future of your dependents.

"It will prevent your estate from depreciating.

"It will strengthen your credit.

"Give the insurance man a chance to talk it over."

Oklahoma Sales School Picnic

The school of life insurance salesmanship at Oklahoma City, under the direction of Griffin Lovelace, gave a picnic at Spring Lake Thursday afternoon with 120 guests present, including faculty, students, their wives and friends. Madamurie Corbyn presided informally at the dinner and called upon the following after dinner speakers: Hunter Martin of Tulsa, Aetna Life; John W. Bridges, Oklahoma City, National Life; George Lackey, Oklahoma City, Massachusetts Mutual, and Russell Law, Oklahoma City, Northwestern Mutual Life.

New Companies in Oklahoma

Life insurance companies licensed recently by the Oklahoma department include the Progressive Life of Rogers, Ark.; Western Mutual Life of Los Angeles, American Life of Denver, Commonwealth Life of Fort Smith, Ark.; Old American of Little Rock, Ark., and the Chicago Fraternal Life Association of Chicago, Ill.

New Oklahoma City Company

The National Union Insurance Company of Oklahoma City has been chartered by W. B. Groves, John A. Whitehurst and George C. Whitehurst, all of Oklahoma City, with no listed capital. The company is to write life protection and operate on the mutual benefit plan. Offices are at 818 American National Bank building.

Averett Is Special Agent

Lloyd B. Averett of Lexington, Ky., a nephew of W. P. Averett, general agent of the Mutual Benefit Life of Lexington, has entered the life insurance business as special traveling agent for the Mutual Benefit in the Lexington territory.

Mr. Averett has his M. A. degree from the University of Kentucky. He has had a number of opportunities

other lines, but he has decided to make life insurance his life work. His business will be to travel through the Lexington territory, placing and instructing agents. The Lexington agency comprises 43 counties in eastern Kentucky.

National Savings in Texas

The Texas department of insurance has licensed the National Savings Life of Wichita, Kan., to do business in Texas. Headquarters for the company

will be located at Dallas. H. T. Payne will be in charge of the company's business in Texas. L. A. Bell, vice-president of the company, was in Dallas last week assisting in working out details for operations in the state.

Files Amended Articles

The Domestic Life & Accident of Louisville, Ky., has filed amended articles of incorporation, fixing its capital stock at \$50,000. G. P. Hughes is president.

PACIFIC COAST AND MOUNTAIN FIELD

THOMSON IS IN FULL CHARGE

Given Complete Control of the Insurance and Agency Affairs of the West Coast Life

SAN FRANCISCO, CAL., Sept. 3.—It is announced that Gordon Thomson, vice-president of the West Coast Life of this city, has been given general executive control of insurance and underwriting affairs. Mr. Thomson is held in high regard by life insurance men, is an official of real ability and is making a name for himself. He will also have



GORDON THOMSON
Vice-President West Coast Life

charge of the agency department. He joined the company in 1910 as secretary and in 1919 was made vice-president. The West Coast Life has \$77,000,000 life insurance in force. Last year it wrote over \$26,000,000 new business. Its assets are \$10,649,568; capital, \$500,000, and net surplus, \$608,530. The company, therefore, is on a very substantial basis and is moving along in fine shape.

E. S. Miller Dead

Word has been received of the death of Elliott S. Miller of Los Angeles, formerly a resident of Des Moines. Mr. Miller was district superintendent for the Connecticut Mutual, and was transferred to California several years ago. Burial took place in Los Angeles.

Consider Group Insurance

Group insurance for city employees, covering life, health and accident, is being informally discussed by city councilmen of Seattle, as an aftermath of a recent budget decision regarding salary advances.

"Personally, I would prefer to have the appropriation heretofore made for efficiency increases used to provide group insurance for all municipal employees," Finance Chairman E. L. Blaine stated.

in attendance. C. J. Sauter of the Seattle agency presided at all sessions.

Dr. John A. Stevenson of New York, vice-president of the company, explained how life insurance agents can give greater service to policyholders. Dr. Stevenson declared that while great strides have been made by insurance companies, the vast majority of people are greatly underinsured. The total income of the United States, he pointed out, is \$60,000,000,000 a year, while all life insurance in force aggregates approximately \$50,000,000,000, or less than enough to replace the nation's income for one year.

Business insurance, income settlements, educational agreements were also discussed. A. V. Godsave, a trust officer, addressed the agents on "Mutual Cooperation Between Life Insurance and Trust Companies." Selling, team work, systematic soliciting, and analysis of policies took up much of the convention sessions. Mark C. Meltzer, supervisor of the Rocky Mountain and Pacific States district; Peter Murman of San Francisco, Charles H. McCoy of Spokane, L. F. Rice of Portland and Kellogg Van Winkle of Los Angeles were also speakers.

Helser Principal Speaker

Charles W. Helser, president of the newly organized Western National Life,

will make the principal address at the opening session of the annual convention of the California Association of Insurance Agents, to be held in San Francisco.

Planning Agency Club

The Elkhorn Life & Accident of Norfolk, Nebr., will shortly hold a two-day agency convention at which time it will have all its field men at the home office for the purpose of organizing a competitive club and to lay definite plans for an intensive campaign for the balance of this year.

Up to Aug. 1 it had issued more business in 1915 than in any full year in the company's history.

Resists in Murder Case

The Prudential is resisting payment of \$143,750 on the life of George A. Tarbutton of Sandersville, Ga., and suit against it has been brought by the receiver for the interests of Tarbutton and Charles G. Rawlings. Tarbutton was shot to death on Feb. 17. Rawlings and J. J. Tanner were sentenced to life imprisonment for the murder. At the murder trial it was contended that Tarbutton was killed in order that approximately \$300,000 of life insurance of which Rawlings was the alleged beneficiary could be collected.

Our Agents Have

A Wider Field— An Increased Opportunity Because We Have

Age Limits from 0 to 60.

Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i.e. Annual, Semi-annual or Quarterly Premium plan.

Participating and Non-Participating Policies.

Same Rates for Males and Females.

Double Indemnity and Total and Permanent Disability features for Males and Females alike.

Standard and Substandard Risk Contracts, i. e. less work for nothing.

We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va., Wyo.

THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

B. R. NUESKE, President

The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of *Chicago's Financial district*.

**"Of all the sad words of tongue or pen—
The saddest are these—it might have been."**

HAVENT you felt the truth of this quotation with painful sharpness when the widow of a former policyholder learns that the life insurance had lapsed?

Wouldn't you enjoy the feeling that everything that can be done is being done to see that your present policyholders **do not lapse** their present insurance?

Agents working under the American Central Plan enjoy that feeling, because of the complete and practical resale program.

This is a part of the Plan. The pre-selection of prospects, the pre-approach, the canvass, control of the interview, close, the handling of notes, and a definite resale campaign are all parts of this Plan by which successful agents are professionalizing their insurance work and their insurance service.

We are now operating in twenty-three states, and under certain conditions will enter additional states. Details of the American Central Plan and our methods of operation will be given gladly to any one interested in considering a connection with us.



Perhaps the most comprehensive field development program in existence today. One phase is described in this advertisement.

AMERICAN CENTRAL LIFE

INSURANCE CO.

INDIANAPOLIS

ESTABLISHED 1899

HERBERT M. WOOLLEN, President

NUMBER EIGHT IN A SERIES OF INFORMATION ADVERTISEMENTS

ACCIDENT AND HEALTH

PROGRAM OF THE CLAIM MEN

Addresses to Be Given at Annual Meeting of International Association Announced

The completed program for the annual convention of the International Claim Association, which is to be held at Montreal, Sept. 14-15, was announced this week by Harlan S. Don Carlos of the Travelers, chairman of the program committee. The program, aside from committee reports and other routine business, is as follows:

Address of Welcome—Mayor Duquette of Montreal.

Address of Welcome—T. B. Macaulay, president and general manager, Sun Life of Canada, Montreal.

"Interpretation of Total and Permanent Disability Provisions in Life Insurance Policies," Harry C. Bates, first assistant to general attorney Metropolitan Life.

Address—George G. Foster, K. C. Montreal.

"Double Indemnity as Applicable to Aeroplanes Used for Business Purposes," George Yancey, Birmingham, Ala.

"Quebec Laws Effecting Settlement of Insurance Claims," L. A. David, K. C. Montreal.

Answers to Current Medical Questions Involved in Insurance Claims, Dr. John B. Jack, chief surgeon of C. B. & Q. R. R., also General Insurance Examiner, Chicago.

Note: This is not a paper. Dr. Jack will answer questions put to him by delegates. Delegates are requested to put their questions in writing and hand them to the secretary in plenty of time for Dr. Jack to review them before answering.

Question box.

Miller With Travelers

H. W. Miller, formerly district manager for the Metropolitan Life at Burlington, Ia., has been appointed district agent for the life and accident department of the Travelers at Burlington, succeeding Frank L. Sample, who has moved to Houston, Tex.

O. F. Davis Advanced

O. F. Davis, who has been one of the leading producers of the accident and health department of the Mutual Life of Illinois, has been appointed assistant agency director of that department. He will take over part of the duties heretofore handled by F. M. Feffer, vice-president and manager of the accident and health department, who will hereafter give part of his time to the life department of the company. Following the resignation of N. H. Walt, who has

M. A. NATION, Pres.

Universal Life Insurance Company

Dubuque, Iowa

WE WANT GOOD MEN

TEXAS

MISSOURI

ILLINOIS

OHIO

WEST VIRGINIA

KENTUCKY

WASHINGTON, D. C.

MARYLAND

NEW JERSEY



Mr. Agent:

Have you ever had a colored risk to place? And wondered where you could broker it? Put the Victory Life on your file and use it for that purpose. We are adequately equipped to take care of such business.

VICTORY LIFE INSURANCE COMPANY

HOME OFFICE: OVERTON BUILDING

3621 South State Street, Chicago

ANTHONY OVERTON, President

I. J. JOSEPH, V. Pres. & Gen'l Mgr.

been directing the agency force of the life department of the company, President H. B. Hill has taken personal charge of that department and will be assisted in that work by Mr. Peffer.

Purchases New Home

The United Casualty, an accident and health company of Westfield, Mass., has purchased one of the old well-known mansions of the city to remodel for its home office. The building was erected in 1833, and has been one of the show places of the town. It is built of red brick with marble trimmings. The old mansion is being remodeled so that it will be a convenient home office for the

insurance company while retaining its attractive colonial appearance.

National L. & A. Promotions

The National Life & Accident has created a new district at Ensley, Ala., the territory being taken from the Birmingham district. F. E. Bailey, formerly of Pittsburgh, is in charge as manager. He is a native of Alabama and his return to that state is welcomed by his many friends there.

V. O. Keys of Lexington has been promoted to a superintendency in that district. C. M. Carroll of Chattanooga and J. E. Ulmer of Gary have also been promoted to superintendencies in their respective districts.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

NEW SCHEDULE OF DIVIDENDS

Scale of Northwestern Mutual Life for 1926 on Some Additional Policy Forms Given

In the subjoined table are given the 1926 dividends for the Northwestern Mutual Life, for the 1st, 5th, 10th, 15th and 20th dividend years, at five-year age intervals on 30 and 10-pay life, 30 and 10-year endowments, endowment at age 65 and five-year term policies, the dividends on ordinary life, 20-pay life, and 20-year endowment having been given in a previous issue.

30-Pay Life						
	1st	5th	10th	15th	20th	
Age Prem.	Yr.	Yr.	Yr.	Yr.	Yr.	
16	\$21.31	\$ 6.31	\$ 7.05	\$ 8.14	\$ 9.43	\$10.95
20	22.63	6.54	7.37	8.56	9.98	11.41
25	24.60	6.91	7.85	9.22	10.57	11.88
30	27.02	7.38	8.47	9.76	10.97	12.49
35	30.10	8.01	8.98	10.11	11.53	13.41
40	34.14	8.46	9.28	10.64	12.46	15.03
45	39.66	8.68	9.80	11.62	14.26	17.07
50	47.42	9.23	10.82	13.63	16.64	19.87
10-Pay Life						
16	43.76	7.59	9.67	12.72	10.53	11.22
20	46.29	7.88	10.11	13.35	11.07	11.66
25	49.97	8.34	10.77	14.29	11.66	12.16
30	54.81	8.91	11.58	15.21	12.16	12.76
35	59.46	9.68	12.32	16.11	12.76	13.58
40	65.58	10.23	12.92	17.22	13.58	14.79
45	72.94	10.55	13.73	18.68	14.79	16.08
50	81.96	11.20	14.92	20.73	16.08	17.48
55	93.10	12.39	17.09	23.11	17.48	18.90
60	107.22	15.22	20.00	25.97	18.90	20.14
30-Year Endowment						
16	30.86	6.86	8.17	10.09	12.36	15.03
20	31.25	7.03	8.37	10.31	12.60	15.11
25	31.92	7.32	8.69	10.68	12.79	15.12
30	32.94	7.71	9.15	10.94	12.82	15.19
35	34.56	8.27	9.49	11.03	12.96	15.49
40	37.18	8.63	9.63	11.28	13.45	16.41
45	41.45	8.77	10.00	12.00	14.82	17.84
50	48.28	9.29	10.93	13.82	16.90	20.18
10-Year Endowment						
16	100.78	9.26	14.87	23.05
20	101.57	9.94	15.53	23.65
25	102.73	10.83	16.49	24.51
30	103.71	11.70	17.22	25.09
35	104.48	12.19	17.48	25.31
40	105.62	12.47	17.56	25.60
45	107.42	12.50	17.77	26.00
50	110.48	12.81	18.30	26.58
55	115.51	13.67	19.65	27.41
Endowment at 65						
16	19.43	6.21	6.83	7.75	8.85	10.14
20	21.43	6.47	7.22	8.32	9.62	10.89
25	24.60	6.90	7.85	9.22	10.56	11.88
30	28.80	7.47	8.67	10.11	11.52	13.30
35	34.56	8.27	9.49	11.03	12.96	15.49
40	42.76	8.95	10.29	12.45	15.28	18.96
45	55.15	9.55	11.62	14.91	19.18	23.77
50	75.66	10.84	14.18	19.44	25.09
55	115.51	13.67	19.65	27.41
5-Year Term						
20	10.23	3.08	3.08
25	10.61	3.08	3.08
30	11.15	3.08	3.08
35	11.96	2.08	3.08
40	13.28	2.08	3.09
45	15.57	3.22	3.24
50	19.95	3.66	3.71
55	27.61	4.72	5.50
60	40.43	7.37	8.06

Midland National Life

The Midland National Life of Waterbury, S. D., is now writing non-medical insurance for \$2,000 or less with age limit 15 to 45. No form of total disability will be granted on non-medical applications. Married women will not be accepted on this plan.

ANNOUNCE NEW ENDOWMENT

Security Life Will Write 20-Year Policies on Children Under Age 10; Other Changes Made

Several announcements of new policies and changes in old ones were announced this week by the Security Life of Chicago, one of which was regarding the issuance of a child's 20-year endowment policy, with an increasing death benefit attaining the full amount at age 10. This policy will be written for ages one to nine, inclusive.

It was announced that if the named beneficiary, which must be one of the parents, should become totally and permanently disabled the premiums would be waived; also in the event that the named beneficiary should die.

Other policy announcements by the Security included a revamping of occupational ratings and the decision to indicate in the rate book on which occupations double indemnity or disability will be written. Double indemnity premiums have been reduced an average of 25 cents a thousand. Some changes have also been made in the 20-pay guaranteed cash policy to include more options and larger non-forfeited values.

Continental Life

The Continental Life of St. Louis has announced that it is ready to write payroll deduction insurance and anticipates a generous response from its agency organization.

Vice-president Arnette in announcing the decision of the company to take on the payroll deduction plan stated that it did so to furnish its agency a complete program of life insurance. The company also plans to push the sale of health and accident insurance.

The Continental Life will shortly bring out its new rate book which will include all forms of annuity insurance, both participating and non-participating. The rates on non-participating insurance will be reduced all along the line, while dividends will be payable upon the payment of the second year premiums on the participating forms of policies. Provision will also be made for the payment of a share of the company's earnings on non-participating policies after certain periods. On ordinary life forms this partial dividend payment will occur after 20 years.

Prudential

Vice-President John K. Gore announces that the Prudential has made arrangements to offer additional insurance to policyholders who borrow on their policies, equal to the amount of the loan, and having a low rate. This additional insurance can be secured if the loan is not less than \$50 nor more than \$10,000, and is to assure the beneficiary a payment of the full face of the policy. No commission is to be paid on these policies. The new loan insurance will

LOUISIANA STATE LIFE INSURANCE COMPANY

Home Office, Shreveport, La.

TEXAS

J. C. EVERETT, Manager

317 Wilson Building

Dallas, Texas

ARKANSAS

J. E. LEEPER, State Manager

P. O. Box 1077 Little Rock, Arkansas

We may have just what you are looking for. Why not get in touch with us?

THE ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

Strong and Progressive

Paid to Policyholders—

Over—\$19,000,000.00

Insurance in Force—

Over—\$138,000,000.00

A. C. Tucker, President

D. C. Costello, Secretary Wm. Koch, Vice Pres.

keep the policies of the company at par and hold the insurance on the books, according to Mr. Gore's statement. If the amount of the loan is reduced, the loan insurance will be automatically reduced and credit will be allowed the insured for the unearned premium corresponding to the reduction. If a policy is cancelled for non-payment of premium, the outstanding loan will reduce the non-forfeiture value allowed under the cancelled policy and loan insurance, if any, will be cancelled, credit being allowed the insured for any unearned loan insurance premium held by the company. If a policy is reinstated, the loan insurance will be automatically revived, but the loan insurance premium will be charged only from date of reinstatement.

National of Vermont

Limits of \$200,000 will now be written by the National Life of Vermont at ages 26 to 55. This is just double its former line. Announcement of the increase was made at the agency meetings at the home office in connection with the celebration of the 75th anniversary of the company.

Connecticut Mutual Life

The Connecticut Mutual Life has announced that an increase in the dividend scale will be made public shortly, and that an increased interest rate will be allowed by the company. The interest rate announced for 1925 was 4.7 percent. It is also announced that the home office is considering the issuance of monthly premium insurance.

Central Life, Illinois

The Central Life of Illinois has made special provisions for abstainers from intoxicating liquors. If the applicant declares that he is an abstainer and intends to remain so, he is entitled to a reduction of 10 percent on the annual premium, but he will be transferred to the general section if at any time he is no

longer able to give the required guarantee.

WITH INDUSTRIAL MEN

Prudential News

Ralph C. Braum, who was appointed agent of the Prudential in the New York No. 12 district, March 13, 1922, is advanced to assistant superintendent in his own district.

R. Stanley Beat, who was appointed agent in the Poughkeepsie, N. Y., district, March 3, 1919, and promoted to assistant superintendent in that district, May 2, 1921, has been transferred to the Gloversville agency, detached from the Schenectady, N. Y., district.

A. J. Lillenthal of the Los Angeles 1 district is promoted from agent to assistant superintendent.

In the Los Angeles 3 district Karl Meyer is promoted from agent to assistant superintendent.

Division B announces the promotion of Marion L. Pointer as assistant superintendent in the Brooklyn No. 5 district.

Agent Horace L. Dunkeson is a very dependable and efficient member of the Kansas City No. 3 staff. The production of industrial and ordinary business and been given very careful attention and he has a large writing this year in both departments of the work.

Agent Ivan S. Warren of Tulsa, Okla., and Robert L. Whittenberg of the Kansas City No. 1, Mo., district have been promoted to be assistant superintendents in their respective districts.

James A. Reed of Oak Park, Ill., has completed 30 years of continuous service with the Prudential, during which time he was successively an agent, assistant superintendent and an inspector.

John Hancock Changes

The John Hancock Mutual announces the following promotions and other changes:

Agents promoted to assistants in their own districts—Robert W. Carroll, Boston; David E. Smyers, Chicago, II; Frederick W. Hennemann, Davenport, Ia.; Herbert B. Colburn, Detroit I; William H. Heal, Detroit III; Michael E. Hanley, Hackensack, N. J.; Herbert W. Spohr, Minneapolis; Benjamin A. Sprenger, Pittsburgh I; Joseph A. Robbins, Pittsburgh II; Norman W. Brigham, Quincy; Thomas W. Gullen, Rochester, N. Y.; Daniel O'Brien, Salem, Mass.; Thomas S. Silva, Salem, Mass.; Ralph C. Hentscher, St. Louis I; Wayne E. Everson, St. Louis II; John Rapport, St. Louis III.

Promoted and transferred—Cyril A. O'Neill, agent at Chester, Pa., to assistant at Erie, Pa.; Daniel T. McEwan, agent at Jamaica to assistant at Hackensack, N. J.; Harold J. Cutting, agent at Des Moines to assistant at South Bend, Ind.; Robert E. Mulvey, agent at South Norwalk to assistant at Stamford, Conn.

Other changes—John F. Mullaney, clerk at Newport, N. J., to cashier at McKeenport, Pa.; Carl W. Frederickson, assistant, from South Bend, Ind., to Elkhart, Ind.

Western & Southern News

E. B. Lee, former assistant superintendent of the Western & Southern Life of Rockford, Ill., has been made superintendent of St. Louis west. When he was promoted he stood No. 10 in the company's field in joint results.

H. S. Gespeck, formerly assistant at Englewood, Chicago, has been made superintendent of St. Louis south.

LOCAL ASSOCIATIONS

Denver, Colo.—President I. Samuels of the association has just announced his appointments of heads of committees for the coming season, which opens with the first fall meetings here Sept. 24. Louis H. Balne, National of Vermont, who was president of the association last year, heads the committee on law and comity. Other committee chairmen are: Thomas G. Egan, Lincoln National, program committee; Ernest C. Orr, Mutual Life of N. Y., membership committee; H. O. Smith, Connecticut Mutual, publicity; Royal Hooyer, National of U. S. A., sales congress committee.

One of the early activities of the state association members, it is expected, will be a bus trip to Fort Collins, Colo., in the heart of the new northern oil fields of the state, where a live association of life

underwriters has been organized locally, affiliated with the state body.

OPEN LETTER TO THE NATIONAL ASSOCIATION (CONTINUED FROM PAGE 3)

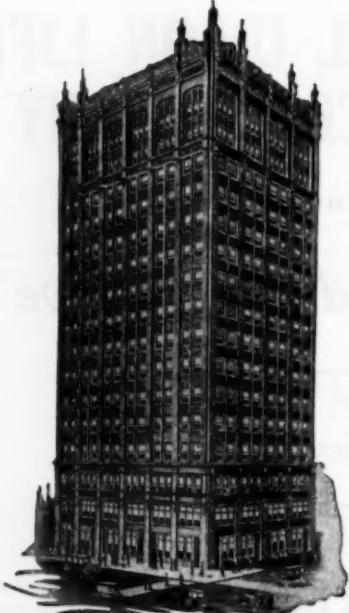
I am going to give the business to him? How can you, as an association president, apply this treatment to me when your whole association is built on the principle of protecting the salesman and in securing for him the just reward for his labor?"

National Association Now Rebating Organization

This is the case in a nutshell. The National Association, whose members comprise the larger part of the buying public of the insurance publishers, is going into the book business actively for profit is in reality nothing but a rebating organization. The situation is no different than if a group of say 50 prospects contemplating buying life insurance should form an association and appoint one of its members to secure an agency for the purpose of receiving the commission and in return rebating it to the other members. An association organized to establish a code of ethics for salesmanship can by no means justify the position in which the National Association has placed itself. The publishers ask from the members of the association only the same treatment which they are organized to ask for themselves.

The association as publisher and bookseller has taken pains to secure the books which it handles, and on which it specializes, from other than the regular insurance publishers. The small group who are back of the movement have induced publishers outside of the insurance business, who have no actual affiliations with insurance and no insurance selling organization other than itself, to enter the insurance publishing field, and it handles books of insurance publishers only where it is virtually forced to do so.

There is one exception, and this is in



PEOPLES LIFE BUILDING

Records that Count

What made it possible for Peoples Life Agents to write twice the business in 1924 that was produced in 1923 and then during the first six months of 1925 show an increase of nearly three times that of the same period of 1924?

Peoples Life Policies—Peoples Life Service—and Peoples Life Cooperation are clues to the answer.

Our agents have produced this business. They can account for the increase. We will be glad to show you how a life insurance connection will be profitable to you. Today is your opportunity—A Peoples Life agent has the advantage. Let us show you why.

**The
PEOPLES LIFE
INSURANCE COMPANY**

Chicago, Illinois

the case of the Insurance Research & Review Service, with which it has now made a commission arrangement and to which it has given its official endorsement, in competition with such other valuable services as the Diamond Life Bulletins. This group of men, while not all members of the association, are so closely allied and so control the policy of the National Association in this matter that they are virtually acting officially.

Take the case of the Harper & Bros. "Life Insurance Library." The association has an arrangement by which Harper & Bros. publish its books and from them it receives a commission of 40 percent. In addition its writers receive a royalty of 10 percent, making 50 percent which the association and its writers receive on the sale of each book. The association in return has an exclusive contract with Harper & Bros., so far as insurance publishers are concerned, and while Harpers sell some books direct, practically the entire sale is either through the association or because of its official endorsement. The covers of these books issued by Harpers bear the slogan "Edited by John Alford Stevenson and Griffin M. Lovelace" and "Endorsed by the National Association of Life Underwriters."

No Book Is Endorsed Unless Commission Is Given

The association does not endorse any book, however good it may be, unless it is given a commission on the sale. Of a list of 10 books advertised on each cover six are written either by Mr. Stevenson or Mr. Lovelace and another by an assistant of Mr. Lovelace in the Life Insurance Training Course of the New York University. Another is by Frank J. W. Ganse and another by E. A. Woods. If an insurance publisher happens to have a call for one of these books he is allowed 20 percent commission by Harpers, the other 20 percent going to the National Association.

Publishing Company Is Now Organizing

The former manager of Harper's Life Insurance Library has now resigned and is forming a life insurance book publishing company of his own, presumably on the basis that the National Association shall handle his books on the same terms as the Harper books. As he is not familiar with the insurance business he would not have the temerity to enter the insurance publishing field unless he could count upon the National Association as his selling organization. Not only will the National Association act as his selling agents, but the same men who have assisted him in building up the Harpers Life Insurance Library are actively engaged in using association influence to secure new books and the whole project is regarded in the business as an association enterprise. This is a field which is already overcrowded with good books.

Private Publishers Can Not Stand Double Expense

The suggestion has been made by a member of the group referred to, to one of the protesting publishers, that the association might be induced to give official endorsement to some of its books; but the regular publishers cannot afford to pay double expense, create the business as indicated in the incident described, pay its own salesmen and then pay the association a commission as well. Besides, the attitude of the National Association towards all publications of its competitors, the private publishers, is so lukewarm that little could be expected from this source. The publishers have their own selling organization, which the outside publishers have not, and they could not meet the competition of a 40 percent commission. The National Association at the present time is engaged in demoralizing the publishing business of those who have been largely instrumental in building up the local associations as well as the National organization. The publishers ask only a square deal, the application of the same code of ethics to their business which the National Assoc-

ILLINOIS LIFE INSURANCE CO.

CHICAGO

JAMES W. STEVENS, Founder



From the address of CALVIN COOLIDGE at the Corner Stone Laying Ceremonies, Illinois Life Building, August 5, 1922.

Illinois Life Insurance Co.

CHICAGO

JAMES W. STEVENS, Founder

Greatest Illinois Company

1212 Lake Shore Drive

The Illinois Life is The Dean of the Illinois Legal Reserve Companies



Line Up With a Live, Progressive Company

WE want wide-awake, intelligent, successful producers to sell a line of policies that cannot be beaten—to sell our "Ordinary Life if you Die, Optional 20 Pay Life or Endowment Policy, if you live." The policy that does just what it says—pays ordinary life benefits should the assured die before completing the 20 Payments.

The National Savings Life is a progressive company—a company constantly seeking to serve the best interests of the agent and assured. It operates in Kansas, Oklahoma, Arkansas and Illinois. We have just been admitted to Texas. With our line of policies and efficient organization we are going steadily forward. Are you a man of vision who can sense a good proposition when he sees it? If you are, you will get in touch with us.

Write Louis A. Boli, Jr., Vice President and Agency Director, Wichita, Kansas, for full particulars.

The **NATIONAL SAVINGS LIFE INSURANCE COMPANY**

National Savings Bldg. Douglas at Emporia WICHITA

HOME LIFE INSURANCE COMPANY OF AMERICA

Incorporated 1899
PROTECTS THE ENTIRE FAMILY

Home Life Agents have a whole family of potential policyholders back of every door bell. Policies are issued on both industrial and ordinary plans from birth to sixty years next birthday.

"*THERE IS NO PLACE LIKE THE HOME*"
"*THERE IS NO COMPANY LIKE THE HOME*"

INDEPENDENCE SQUARE PHILADELPHIA, PENNA.

If	If
Territory does make a difference	You are a producer
If	If
Close cooperation is necessary	You believe in yourself
If	If
A friendly interest is needed	You want a REAL job

Write or wire

S. M. CROSS, President

COLUMBIA LIFE INSURANCE COMPANY
Cincinnati, Ohio

ciation is fostering in defense of the life insurance business.

Say the Association Needs the Money

As at present conducted the National Association as a publisher and book store is nothing but a rebating organization. While all this is pretty much admitted by association men their only answer is "The association needs the money," which is also true of the broken-down brother-in-law who takes the legitimate agent's commission away from him.

The members of the National Association can well afford to support the national headquarters in proper manner. The national headquarters can well afford to devote itself to the larger question of association development and the improvement of the life insurance business, without degenerating into a petty bookselling and commission grabbing institution.

The group of men who are using the association to push the sale of their books and books sponsored by them have no greater desire to serve the life insurance business than have the regular publishers. Their professed motives are no higher minded than those of the publishers; they are either gaining actual profit or prestige which is turned into profit through their efforts.

The conduct of the National Association should be on a higher plane than "Tammany Hall," an expression used by one of the men in authority in the National Association in discussing this situation.

JUDGE WHITFIELD NEW INTERNATIONAL HEAD

(CONTINUED FROM PAGE 3)

surance in force with admitted assets of about \$40,000,000.

It has been known for some time that a deal involving control of the International Life was under consideration and that Judge Whitfield and his associates might purchase the holdings of President Paisley.

Judge Whitfield's Comment

Commenting on the future of the company, President Whitfield said that his first aim will be to continue to serve the policyholders in a progressive and equitable manner. He also contemplates some reductions in the home office organization to weed out surplus employees incident to the merger of the International Life with the Standard Life early in 1924. However, no drastic changes in the official family of the company is anticipated and no agency connections will be disturbed.

The company had a wonderful month in August, its written business being \$8,481,000, compared with \$5,504,000 for the same month last year.

KANSAS CITY SECRETARY DIES

W. O. Nevill, in Charge of Convention Detail, Is Succeeded by Howard M. Tufts

William O. Nevill, an experienced organization man, but not a life insurance man, who had been employed as convention work secretary by the Life Underwriters Association of Kansas City, died last week. He had taken up part of his work as secretary, but the heavy period for which he had been chiefly engaged was just beginning.

Howard M. Tufts, connected with the Mill, Gentry & Mill general agency of the New England Mutual, has been selected to handle the detail and is now doing that work. He has been an active association man, and formerly was secretary of the underwriters association.

Guardian Life's 1926 Meeting

The 1926 Leaders Club convention of the Guardian Life of New York will be held at Atlantic City, Sept. 27-29.

SECURITY AGENTS MEET

CONVENTION OF \$100,000 CLUB

Leading Producers of Chicago Company Have Two-Day Sales Gathering at Home Office

Members of the \$100,000 Club of the Security Life of America met in Chicago Sept. 2 and 3. The meeting opened with a stirring address by Vice-President S. W. Goss. In his talk Mr. Goss praised the men for the fine production records that had been made during the past year, declaring that "all life insurance selling is dealing with the minds of men. The ambitious man in our business has every opportunity to equip himself with educational material. The high minds of our business are continually developing new ideas and new sales plans. There are thousands of books and services with which the life insurance man can equip himself."

"There is no need today for an uneducated life insurance salesman. He works at a distinct advantage. His selling talk strikes at a point where men's motives are common. No other salesman does this. Whether the man be a bricklayer, a bank president or a clerk in an office, his one motive in life is to take care of those dependent upon him."

Thomas Is New President

A. P. Thomas of Owensboro, Ky., is the new president of the \$100,000 Club, with a production of \$350,000. William Hordes of Detroit is first vice-president; F. G. May, Pinebluff, Ark., second vice-president, and John Ward, Pinebluff, Ark., third vice-president. Seven new members qualified for membership in the \$100,000 Club. William Hordes won the \$100 prize for bringing the greatest number of men from his agency to the convention. In a talk on "System in Producing Business," L. S. Broaddus, inspector of agencies of the company, outlined a very carefully prepared system for maintaining a live prospect list. He detailed many sources of prospects that the agent can profitably use.

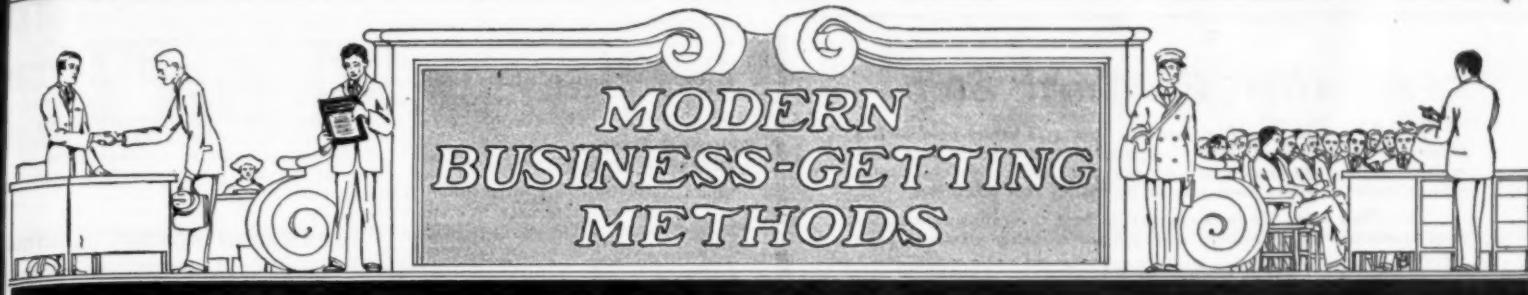
Make Sales Demonstration

F. G. May gave a demonstration canvass on selling endowment at 65; K. Solakian, a canvass on 20 pay endowment at 85, and S. H. Silver a canvass on 20 pay guaranteed cash payment. The first day's meeting adjourned with a luncheon, at which Dr. C. B. Irwin, medical director of the company, spoke.

J. C. Seitz, secretary and actuary of the company, at the second day's meeting announced the company's new policies, new occupational ratings and the betterment of old policies. A. J. Sell spoke on "Putting the Desire for Success into Action." A. C. Palmer gave a talk on "Guarantees of Automatic Production." The second day's session closed with a contest open to all members on best approach, best close, best plan for maintaining live prospectives. At the conclusion of the second day's business program, a luncheon was given at which President O. W. Johnson spoke. The afternoons and evenings were given over to entertainment features.

Security Mutual Agency Convention

The annual agency convention of the Security Mutual Life of Lincoln, Nebraska, will be held Sept. 25-26. Dr. Charles J. Rockwell, director of the division of life insurance salesmanship in the University of Pittsburgh, will spend the second day with the convention, speaking in the morning and afternoon conferences and at the banquet in the evening. Agency managers and field men will also contribute to the program. The company has issued a call for all full and part-time agents to attend, as it considers the talks by Dr. Rockwell will be of money value to all solicitors.



General Agent Should Cooperate With Men in Lining Up Sources of Business; Always Will Be Plenty of Prospects

BY E. N. STRONG

National Life of Vermont, Portland, Ore.

I HAVEN'T very much patience with the agent who says he doesn't know where to go, or on whom to call, if he has been in the business any length of time. I never lack for prospects. My chief concern is to find hours enough in the day to do that which is most necessary.

Viewpoints of Producer and the General Agent

This subject should be treated from two viewpoints, that of the personal producer and the general agent. Let us consider the function of the general agent. He has secured the franchise and is ready for business. The company has some business on the books, a cashier, but no agents and a hopeful home office contingency waiting for the flood of applications.

We are advised by many authors who have written on the subject, "How to Run a General Agency" that the general agent should be the general and not the agent. But if you are in a territory

noted chiefly for its magnificent distances, with 1,500 agents scrambling for the business of a population of 800,000 and the home office wondering whether they have picked another lemon, it's up to the general agent to make good and prove that he is all that he claimed himself to be.

Should Demonstrate Claims for Leadership

I believe the general agent in such a territory should make a record, and if he makes it, tell the public about it—soon you can sell the opportunity to someone else and you are started. I am firmly convinced that the general agent should demonstrate his claims for leadership.

I believe the general agent should give of himself to the community, in order to put the leading men of the city's enterprises under obligation to him, which furnish points of contact for the general agent and his associates. His associates should follow his example to a limited

degree. It is the duty of the general agent to share these points of contact with his associates—not to the point where the associates become leaners, but I am convinced it is appreciated when intelligently and generously offered.

Discuss Prospects and Their Program Openly

In our agency we can discuss our prospects and their program openly. There is no jealousy or underhanded work. If by chance an agent calls on one on whom I have spent considerable time, I frankly offer to take him on the case or suggest that the case might be spoiled if two continued separately. I can not possibly follow up all by points of contact, so pass them along and either phone the prospect that my associate will call or give him a card of introduction. If I have closed the principal, I try to secure several names of subordinates, and ask if he objects to my associate calling on them with the use of his name. In one instance one of our agents closely nearly \$60,000 business in one plant in a few months, after I had insured the principal.

It pays to keep your agency in the lime light. State facts only. If we can't secure free publicity—we buy it.

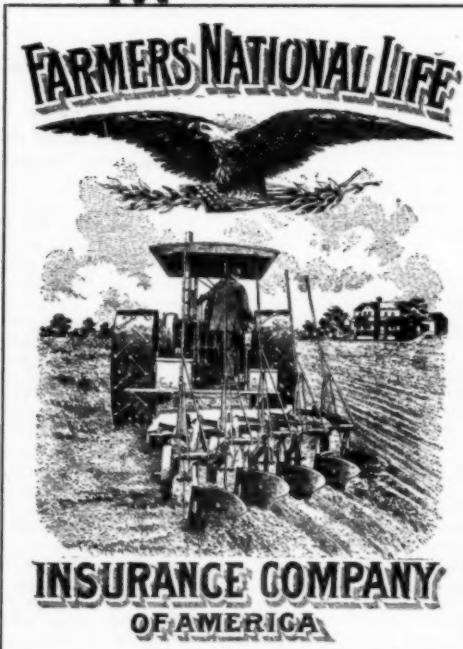
Business Like Golf Rather Than Baseball

When we have helped an associate develop that "scent" for prospects, he is

on the way to independence and security in this business. Then he must follow through. You know I like to think of our business as similar to golf rather than baseball. As in baseball, we may hit a foul ball, fan out, or, if successful, score a run. How many of us have gone back to the "bench" after we hit a foul, fanned out, or returned to touch the home plate when we have scored a hit, as in baseball. Why not be like the golfer? He keeps on the go. He follows through. He may dub the ball, he may pull a hook, over-drive or drive short, but eventually he sinks it. He doesn't go back to the home plate. He drives out the 18 holes and sinks the ball 18 times without returning to touch the home base. We can take a lesson from golf.

Call on Policyholders At Least Twice a Year

We endeavor to have our agents call on all old policyholders at least twice a year. This is our best source of business. Policyholders will respond to a definite suggestion regarding their friends. We suggest use of dividends to purchase new insurance if needs of prospects are not covered. All extra dividend checks are delivered in person wherever possible. We instruct agents to show dividend checks to prospective clients. This has developed more new business than additional business from policyholders. Loans are followed up



Exclusive Territory

Capable men desiring to build their own General Agencies in territory large enough to give them a real opportunity can obtain exclusive territory of their own choice with this progressive young Company. We accept all classes of life risks, age one day to 65 years.

INDIANA Terra Haute Indianapolis	OHIO Cincinnati Dayton
MISSOURI St. Joseph Springfield	

are among the present openings for general agents. There are many others in Illinois, Iowa, Oklahoma and Michigan as well as the States named above.

Communicate with A. O. Hughes, Vice-President in charge of Agencies.

**Farmers National Life Insurance Company
OF AMERICA**

3401 South Michigan Ave., Chicago, Illinois

Another Forward Step

The Salary Savings Plan opens a new and broad field of life insurance distribution. This Company has adopted it, and thus maintains its front-rank place among the progressive companies whose leadership has been gained by vision and initiative.

This Plan gives life insurance at its best to groups of salaried employees and wage-earners in return for monthly premium payments.

Always room in this organization for men and women who have the forward look, and who look with intelligence and industry and integrity. Unexcelled service, together with three fine monthly agency publications and first-class advertising literature, supply our representatives with an unsurpassed equipment.

The Penn Mutual Life Insurance Company

Philadelphia, Pa.

Organized 1847

INDIANA OHIO ILLINOIS IOWA MICHIGAN
THE LA FAYETTE LIFE
 LA FAYETTE, INDIANA
MUTUAL LEGAL RESERVE
 AGENCY CONTRACTS CONTAIN BENEFICIARY PROVISIONS
 KANSAS KENTUCKY MISSOURI NEBRASKA

Insurance for Contentment

We do not take out life insurance because we expect to die tomorrow. In fact, we don't expect to die at all. We may sometimes wish we were dead, or think perhaps the world and ourselves would be just as well off if we were. But when it comes to the pinch, we will not die, and neither will our family or friends permit us to die. Every effort, scientific and unscientific, is made to keep breath in the body.

This is not an essay on life and death. It is simply a method of emphasizing the thought that we do not insure to die, nor do we expect, when we insure, that we will have to die to win. We insure to secure contentment, which is the very reason why we do not have to die to win. We are winning this contentment just so long as we live and pay the premium necessary to secure it.

There is more urge to live WITH life insurance than without it, simply because it gives us this sense of contentment and security. We live more happily and better, and consequently we shall live longer. Life insurance does not make us careless or indifferent to life. On the contrary it makes us more careful. Hence life insurance is a good thing whichever way you look at it, and NEVER do we have to die to win. We win from the very minute we take the insurance.

A STRONG COMPANY Over Sixty Years in Business. Liberal as to Contract, Safe and Secure in Every Way.



A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance," \$1.50, including Quiz Book supplement. The National Underwriter, 1923 Insurance Exchange, Chicago.

with suggestion for increased coverage. We circulate among bankers and loan companies thereby securing many leads. Building and loan associations furnish us a considerable number of mortgage policies annually.

Sources of Business Suggested by Agent

Our agency bulletins offer timely and seasonable prospective lists. We suggest that each agent take time frequently to list all the people in his or her territory who are enjoying seasonable prosperity. We stage friendly contests with suitable recognition for successful contestants. A recent offer of a fountain pen for the best list of "Sources of Business" brought forth the following suggestions from one of our agents:

NEWSPAPERS LEADS

News: Newcomers to town. Promotions. New companies organized. Business developments. **Society:** Weddings. Pictures of children. Accounts of prospective travel. **Deaths:** Call on pallbearers, brothers of deceased. **Trade:** Financial journals. Business leads. Lists of mortgages each day. **Policymholders:** Your Family Doctor: Knows who are healthy risks—yet are worried about themselves. Knows who are expecting babies. Sports: Winners tournaments—golf, tennis, polo, etc. The "also-rans." **Contracts Lett:** Buildings (contractor, architect and owner). Street sewer jobs and painting jobs (main and sub-contractors). **Fire Losses:** Call on owner in a week. Usually cashes in lot of fire insurance money. **House Organs:** Such as Standard Oil's—full of gossip of employees—especially those who have achieved something. **Street Car Gossip:** Heard man at lunch say he needed insurance. **Fire and Accident Insurance Solicitors:** Exchange leads. **Friendly Gossip:** Club fests. **Prospect List Given by Country Agent**

One of our country agents furnished the list below and added: "Had I worked this list as I should have, the company would be paying my expenses to the 75th Jubilee."

1. Names of parents of children mentioned on society pages of Sunday papers—for educational policies.
2. Announcement of engagements to be married, also, of arrival of new son or daughter, for protective insurance.
3. Lists of teachers can be obtained from county and city superintendents—prospects for endowment at age 65.
4. Business directory or telephone book giving names of professional persons, music teachers, dentists, etc.—for endowment at age 65.
5. Members of labor unions—list can be obtained—are good prospects.
6. Lists of patrons of canneries, condensaries and creameries give the names of the more prosperous farmers.

Boy Scouts and Members of Agricultural Clubs

7. Boy Scouts are usually sons of thrifty parents who take kindly to insurance.
8. The members of the different boys' and girls' clubs which are being fostered by the agricultural colleges, lists of members to be obtained from county agricultural agents; good prospects for endowment policies for they earn money of their own.
9. Lists of women's club members, giving names of every club woman. These women are usually progressive, and interested in education—prospects for educational and endowment policies.
10. Lists of graduating classes from high school and college contain many prospects.

Wouldn't Limit Staff to Few Full-Time Agents

We share all of our ideas with our associates and we believe we are developing resourcefulness on their part. So that in our agency we cannot draw the line so distinctly between the functions of the general agent and the agent.

We do not share the belief of many company agency managers that we

should limit our agency staff to a few picked full time agents only. We believe we should be guided by conditions. In our sparsely settled state we secure considerable business from part-time agents. Some will develop into full time work. If part-time agents do not evoke interest enough to produce some business we do not hesitate to eliminate them.

PATTERSON AGENCY MEETING

Men Who Are Producing Total of Million a Month Gather at Lake Delavan, Wis.

The Alexander E. Patterson agency of the Equitable of New York in Chicago held its first educational conference since Mr. Patterson took charge five months ago, at Delavan Lake, Wis., Sept. 3-4. W. J. Graham, second vice-president of the company, addressed the gathering. The 44 agents in attendance had to qualify on a production basis. The trip to Delavan was made in cars of the members of the agency.

The Patterson agency's production for August was \$1,040,000, a gain over last August of 68 percent. July and August, the vacation months, show a gain over a year ago of 86 percent. August was the fifth consecutive million-dollar month.

In addition to Mr. Graham, out-of-town agents were Frank L. Jones, agency manager, Indianapolis; W. H. Bender, assistant agency manager, Milwaukee, and D. M. Lake, Memphis, Tenn.

Thursday, Sept. 3

Announcements—By the Manager. Utilizing My Time—Mr. Bender. System—Mr. Lunceford. Educational Policies—Mr. Lake. Policyholders' Service—Mr. Wright. Discussion of "Prospecting and the Approach," led by Mr. Jones. Address—W. J. Graham.

Friday, Sept. 4

Remarks by Assistant Agency Managers. The Cashier—Mr. Echols. The Medical—Dr. Sherrill. Chicago—Mr. Berls. My Alibi—Mr. Wallerstein. Business Insurance—Mr. Bender. Developing the Larger Case—Mr. Marsh. Discussion of "The Interview and the Close," led by the Manager. Address—Mr. Graham.

PROGRAM OF ENTERTAINMENT

Houston, Tex., Insurance Men Arranging to Look After the State Commissioners' Delegation

George R. Christie, general manager of the Lumbermen's Reciprocal at Houston, Tex., is chairman of the committee to arrange for the entertainment of the members of Insurance Commissioners' Convention and their friends who will be enroute to the annual meeting at San Antonio. Mr. Christie says that the Houston people will be glad to look after all who arrive in Houston on the way down to San Antonio.

Mr. Christie's committee will arrange to have the commissioners and their party entertained at breakfast and then be shown around the city. After that the entire party will go to Galveston by boat down the Buffalo river, stopping at the San Jacinto battle grounds for a seafood luncheon. Insurance Commissioner John M. Scott of Texas has acceded to the wishes of the Houston insurance people for this entertainment. The special train will arrive in Houston from New Orleans at 7:35 A. M., Sept. 12. The party will be taken over the city by automobile, visiting the harbor and turning basin. The boat ride on the Buffalo river will take the party through Trinity Bay and Galveston Bay to Galveston. On Mr. Christie's committee are James Cravens, A. D. Langham, J. P. Houston and W. P. Hobby.